

cash box international

magazine

The Independent Amusement Machine Industry Magazine

MARCH, 1994



FIRST PIN OF PREMIER'S
NEW PROGAME SERIES

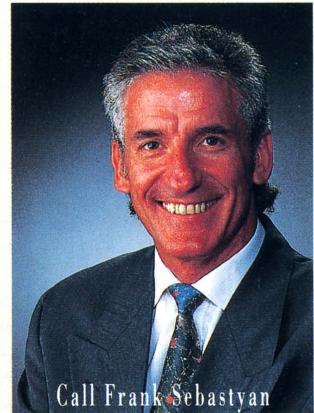
THE DELUXE



THE BEST COIN OPERATED POOL TABLE AVAILABLE IN THE WORLD



The AMD deluxe
is a faster and
more enjoyable
table ensuring
happier customers
and bigger takings.



Call Frank Sebastian

AUTOMATIC MUSIC

DISTRIBUTORS (SA)

182 GOUGER STREET

ADELAIDE 5000

SOUTH AUSTRALIA

TELE +618 212 6968

FAX +618 231 5958

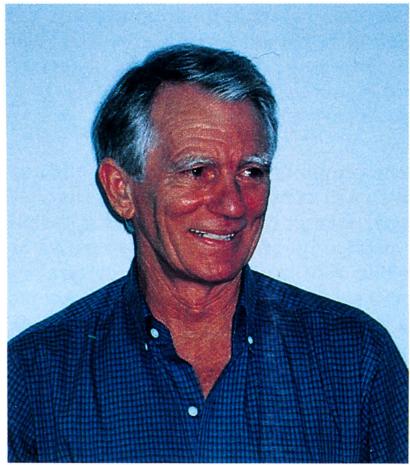
Quality craftsman
built to give years of
service.



We offer low freight
rates for all
clients.



THE BEST COIN OPERATED POOL TABLE AVAILABLE IN THE WORLD



Tellin' it like it is

With
Jack Rodios

Welcome to the first edition of Cash Box International, a magazine that I hope you'll find useful, informative and maybe, a little entertaining.

WHERE WE COME FROM, WHAT WE'RE ABOUT

Geographically we come from Australia, ideologically, the heading of this column tells where we come from.....and what we're about

In this publication we simply aim to follow the lead of our Australian publication, Cash Box Australia*, which is to write for the operators and *tell it like it is*. We aim to *tell it like it is* about games, products, Industry issues, the whole box and dice.....*both the good and the bad*

In a lot of peoples eyes that's not a successful formula for a magazine in this Industry, but I believe operators, as the buyers in this business, as the people that make it all tick, are entitled to get whatever information is available.

Don't get me wrong, we're certainly not here to denigrate product for no good reason, in fact we'd much rather write good news than bad, but we do not accept that "*every game's a good game*" or that "*every coin-op product produced is worth what's asked for it*" I don't personally believe that the direction some of the Japanese companies are trying to drag this Industry is particularly good and I'm not going to say "*how wonderful it all is*" because the companies I'm speaking of have a big advertising dollar to spend. If they don't like the facts being told, they can keep their dollars and yen to spend elsewhere.

OK, I can hear you asking, "*Magazines can't live without advertising, how is this Aussie bloke going to get advertising in this new magazine if he doesn't play the 'every game's a good game' caper, if he doesn't kow-tow to the big manufacturers?*"

That's a good question and you guys who are reading this have the best answer in your hands. Subscribe, give us the sort of numbers that advertisers can't ignore. There's times I know, when you can be forgiven for thinking different, but as operators, *as the buyers in this Industry*, you still have the real power to make things happen.

And after all, if a manufacturer hasn't got the *cohanas* to advertise in a magazine that gives a fair appraisal of their products, we don't particularly want him.

Editorially, we like to keep things simple, if there's a story to be told and we can tell it without getting locked up (for too long) we'll tell it, and if we have opinions on issues, we'll voice them too. Sure you won't all, always agree, but you will know at all times what we are about, and I think that's important in a subscribers relationship with a magazine.

So get the old cheque book out you guys, subscribe to Cash Box International and come along for the ride, we're here to keep you thoroughly informed, we are independent and aim to stay that way.

*

Cash Box Australia has been published in Australia for 10 years, today it has a paid up subscription of over 90% of the country's operators plus many hundreds of international operators, and holds those figures constantly with almost 100% subscription renewal each year.



LO DECIMOS COM ES

Con
Jack Rodios

Bienvenidos a la primera edición de **Cash Box International**, espero que esta revista les sea útil, informativa y también un poco entretenida.
DE D'ONDE VENIMOS, QU'E HACEMOS

Geográficamente venimos de Australia, y, el encabezamiento de esta columna dice de dónde procedemos idiomáticamente... y lo que hacemos.

En esta publicación nuestro propósito es simplemente seguir la línea de nuestra publicación australiana, **Cash Box Australia***, esto es escribir para los representantes de venta y decir las cosas como son. Nuestro propósito es decir cómo son los juegos, los productos, los asuntos de la Industria, todo, tanto lo bueno como lo malo.

Ante los ojos de muchas personas este no es el camino del éxito para una revista en esta Industria, pero yo pienso que los representantes de ventas que son los compradores en este negocio y los que lo hacen marchar, tienen derecho a obtener cualquier información disponible.

No me interprete mal, ciertamente no estamos aquí para desacreditar un producto sin una razón de peso, es más, preferiríamos escribir buenas noticias antes que malas, pero no aceptamos que "cada juego es un buen juego" o que "cada producto manufaturado que funciona por medio de monedas vale lo que se pide por él". Personalmente, no creo que la dirección hacia la cual algunas de las compañías japonesas están tratando de arrastrar a esta industria sea particularmente buena y, no voy a decir "todo esto es maravilloso" porque las compañías de las que hablo tengan muchos dólares para gastar en publicidad. Si a ellos no les gusta que se publiquen los hechos pueden quedarse con sus dólares y sus yens y gastarlos en otra parte.

Muy bien ya puedo escucharle preguntando, "las revistas no pueden vivir sin publicidad, cómo este tipo australiano va a conseguir publicidad para su revista nueva si no baila al son de 'cada juego es un buen juego', si no baja la cerviz ante los grandes fabricantes".

Es una buena pregunta y ustedes muchachos que la están leyendo tienen la mejor respuesta en sus manos. Suscríbanse, demos el tipo de cifras que los publicitarios no pueden ignorar. Hay momentos, ya lo sé, en que se les puede perdonar si piensan de otra manera, pero como representantes, como compradores en esta Industria todavía tienen el verdadero poder de hacer que las cosas sucedan.

Y después de todo si un fabricante no tiene el coraje para anunciarse en una revista que evalúa justamente sus productos, no lo queremos particularmente en este lugar.

Editorialmente nos gusta mantener las cosas simples. Si tiene que narrar una historia y lo podemos hacer sin que se nos encierre (por mucho tiempo) lo haremos y si tenemos opiniones sobre algunos artículos las expresaremos también tenemos. Es cierto que no siempre estaré de acuerdo con nosotros, pero sabrá en todo momento lo que hacemos y, pienso que eso es importante en la relación entre los suscriptores y la revista.

Saque la vieja chequera muchachos, suscríbanse a **Cash Box International** y tomen parte en nuestra marcha.

***Cash Box Australia** se ha publicado en Australia por 10 años y, hoy en día los representantes que pagan su suscripción exceden el 90% y además contamos con cientos de representantes de todo el mundo, y estas cifras se apoyan constantemente con casi el 100% de renovación de suscripciones cada año.



EST IST SO GESAGT WIE ES IST

Mit
Jack Rodios

Willkommen zu unserer ersten Ausgabe der **Cash Box International**, eine Zeitschrift die Sie hoffentlich brauchbar, lehrreich und vielleicht auch ein wenig amüsant finden werden.

WOHER KOMMEN WIR, WAS TUN WIR?

Geographisch kommen wir aus Australien, ideologisch sagt Ihnen die Ueberschrift woher wir kommen... und was wir tun.

In dieser Ausgabe versuchen wir bloss das Ziel unserer australischen Ausgabe, **Cash Box Australia***, zu erreichen, nämlich für unsere Spieler zu schreiben und es so sagen wie es ist. Wir versuchen es so zu sagen wie es ist über Spiele, Erzeugnisse, Industrie Angelegenheiten, alles und vom allen... ganz gleich ob es gut oder schlecht ist.

Für viele Leute wäre das kein gutes Rezept für eine Zeitschrift in diesem Gewerbe, aber ich glaube, dass Spieler, als Käufer in diesem Geschäft, als Leute die alles in Bewegung setzen, das Recht haben all die Auskunft zu erhalten die Ihnen zur Verfügung steht.

Verstehen Sie mich aber nicht falsch; wir sind gewiss nicht hier um die Produkte anzuschwärzen ohne einen guten Grund zu haben, eigentlich würden wir viel lieber, gute als schlechte Nachrichten schreiben, aber wir sind uns damit nicht einig, dass "jedes Spiel ein gutes Spiel ist", oder, dass "jedes Münzbedientes Produkt auch das wer ist, was dafür verlangt wird". Persönlich glaube ich nicht, dass die Richtung in welcher einige japanische Firmen dieses Gewerbe herunterziehen möchten besonders gut ist und ich wird nicht behaupten "wie wunderbar all das ist", nur weil die Firmen von denen ich spreche viel Geld für die Reklame zur Verfügung stellen. Denn wenn sie den wahren Sachverhalt nicht gern haben, können sie ruhig ihre Dollars und Jens behalten.

Gut, kann ich Sie fragen hören, "Zeitschriften können nicht ohne Werbung leben, wie wird dieser Australier Reklamen bekommen wenn er nicht vor den grossen Fabrikanten ein Kotau macht und er seine eigene Meinung untersagt (oder er auf die Denkrichtung "jedes Spiel ist ein gutes Spiel" geht)?

Das ist eine gute Frage und Sie gute Leute die dieses jetzt lesen, haben die beste Antwort dafür. Abonneieren Sie sich und geben Sie uns diejenigen Angaben die die Anzeiger nicht unbeachtet lassen können. Manchmal weiss ich, dass man Ihnen verzeihen kann, wenn Sie anderer Meinung sind, aber als Spieler, als Käufer in dieser Werbung, haben Sie immer noch die entscheidende Kraft um die Dinge in Bewegung zu setzen.

Und schliesslich, wenn der Fabrikant nicht den Mut hat in einer Zeitschrift so zu werben, dass er die Wahrheit über sein Produkt sagt, haben wir ihm nicht unbedingt nötig.

Redaktionell, möchten wir am liebsten alles einfach behalten, wenn man eine Geschichte erzählen muss und wir können sie schildern ohne (zu lange) eingesperrt zu werden, werden wir's sagen, und wenn wir Meinungen darüber haben, werden wir diese äussern. Natürlich werden Sie nicht immer damit einverstanden sein, aber Sie werden zu jeder Zeit wissen, was wir vorhaben, und ich glaube, dass das für die Beziehungen zwischen Abonnenten und der Zeitschrift wichtig ist.

Also dann, abonniere Sie die **Cash Box International**, und wir nehmen Sie auf eine Reise mit, unser Ziel ist, Sie ganz und gar informiert zu halten, wir sind selbständig und wollen auch so bleiben.

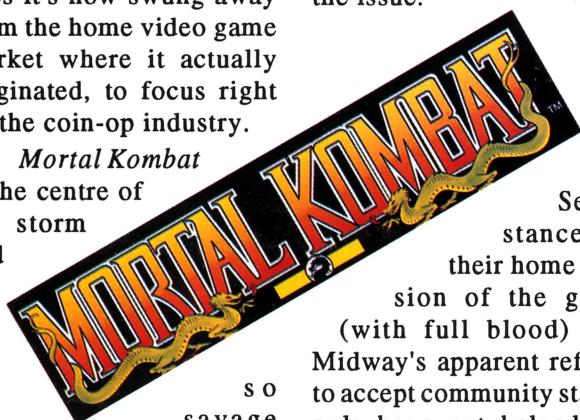
* **Cash Box Australia** gibt es in Australien seit 10 Jahren. Heute sind 90% aller Spieler in Australien daran abonniert; außerdem viele andere internationale Spieler, und all diese wiederholen jährlich ihr Abonnement fast hundertprozentig.

VIOLENCE ISSUE JUST WARMING UP AS FOCUS TURNS TO COIN-OP

The issue of violence in video games is not going to lie down and go away, and in several countries it's now swung away from the home video game market where it actually originated, to focus right on the coin-op industry.

Mortal Kombat

is the centre of the storm and



so savage is the feeling towards this game that *Cash Box* believes it could well be the last of the genre.

In South East Asia the game is already banned in several countries, and under the new legislation in Australia, politicians threw out the recommendations from the Chief Censor and insisted on an MA rating for *Mortal Kombat* with blood and will not accept dip switch control.

In a more recent development, they have decided that MA rated games will be banned from being operated in any public place after the legislation is passed into law.

In the US, the process moves slower, but it seems certain that a Government

imposed rating system will apply in the near future, and European countries are now starting to get serious about the issue.

Sega's stance on their home version of the game (with full blood) and Midway's apparent refusal to accept community standards have not helped the industry's cause much. Politicians don't like hearing that violence makes money.

Ironically as the heat gets turned up on *Mortal Kombat*, the game that started the outcry, Sega's *Night Trap* has only attracted a harmless M rating in countries where video games are rated.

Another disturbing aspect is the so called "experts" that are popping up out of the ground in the UK and US, stating, without any facts or research to back it up, that interactive video games are more likely to harm children than movies.

The only certain thing about this issue is that we are going to hear a lot more about it in coming months.

JAPAN

KONAMI TAKE TOP JAPANESE AWARD WITH LETHAL ENFORCERS

Konami beat all comers in Japan during 1993 with their excellent game *Lethal Enforcers*, winner of the prestigious *Game Machine* award for Best Dedicated Video Game.



Konami President, Yasuo Nishimura after receiving the award

to *Lethal Enforcers*, that is reportedly ready for release, can repeat the performance.

Data East was another big winner when *Lethal Weapon 3* was named the Best Pinball, and as expected, Capcom's *Champion Edition Turbo*, got the award for the Best Conversion Game.

UNITED STATES

FOURTH ANNUAL IFPA PINBALL CHAMPIONSHIPS

The World Pinball Championships run by the International Flipper Pinball Association, will be held from April 22nd to 24th at the Clarion International Hotel close by Chicago's O'Hare Airport.

Machines used are expected to be Data East's

Tommy, Premier Technology's *Rescue 911*, *Popeye* from Bally and either *Star Trek* or a new game from Williams.

The championships are played in several categories including singles, pairs and teams, both male and female.

Is published by
Printrod Pty Ltd
and printed in Australia for
circulation to the Coin Operated
Amusement Machine Industry
by subscription.

Printrod Pty Ltd is a privately
owned company trading as
Cash Box Australia Magazine

Cash Box International Magazine
accepts advertising from any
legitimate trader.

Phone or fax the numbers below
for subscription and/or
advertising rates.

Editor
Jack Rodios

Assistant Editor
Sidah Russell

Advertising Manager
Jane Rodios

Foreign Correspondents
UK / Europe
Martin Dempsey

China / Hong Kong
Fred Milner

Postal Address:
PO Box 480
Sutherland
NSW 2232
Australia

Registered Office:
Suite 23, Auto Plaza,
16-26 Waratah Street,
Kirrawee NSW 2232
Australia

Telephone
+ 612 545 0010
Fax
+ 612 521 1437

INSIDE

PESSIMISM 22

Don't let state of mind defeat you

Pessimism is a pox that
can undermine your whole
business

PINBALL 27

Through the 90's and on to 2000

An in depth look at
Pinball.....from the
selection of a
theme, through
design to the
market place



LASER GAMES 40

Great for FEC's, Laser
Games are very coin-op
compatible

CUSTOMISING 42

Securing good locations

AETI 44

Londons big International Show
Coverage of AETI's 50th
Anniversary Show,



VIDEO VIOLENCE 50

Australia legislates

IMA 54

Frankfurt's Trade Show

3DO 56

The big mover in Home Video games

PLAYTIME 58

Pictorial of Australia's top arcade

CD JUKEBOXES 60

Where market is headed as
sales slow down

NEW GAMES AND

PRODUCTS 66

The biggest and best
coverage of new games and
products in the industry,



ADVERTISERS INDEX

AMD (SA) Pty Ltd	2	Mothers Imports Co	65
Alternate Worlds	71	NSM	11
Alvin G & Co	35	Pentranic Monitors	77
Betson Distributing	51	Perfect Video	43
BTR International	9	Premier Technology	30-31
Bondeal Ltd	49	Rock-Ola Corp	BC
Data East Pinball	37	Rowe International	7
Escape Electronics	24-25	SNK Corp	17
Gamemaster Pty Ltd	83	Skee Ball Inc	73
Gottlieb Electronics	62-63	Strat Games Inc	69
Int'l Laser Productions	47	TAB Austria	14-15
Konami Inc	19	Valley Recreation	21
Laser Force	41	Ya Chou Co Ltd	79
Mondial Int'l Corp	53		



ENJOY CD MUSIC
THE OLD-FASHIONED WAY

The Rowe/AMI LaserStar® Nostalgia CD Jukebox is crafted with traditional quality and workmanship inside and out. With more than 65 years of jukebox experience, Rowe/AMI is recognized around the world for creating jukeboxes with old-fashioned attention to every detail. Our tradition of giving lasting value, reliability and strong cashbox results has helped to make Rowe/AMI the world's largest jukebox manufacturer. Our LaserStar® CD jukebox is recognized by American music operators as "THE BEST".

The Rowe/AMI LaserStar® Nostalgia CD is made with old world craftsmanship using chrome-plated metal castings and hand-rubbed wood, inset with rainbows of colorful highlights and bubbling tubes. Inside you'll find Rowe's proven high tech electronics package, CD changer mechanism, 250 watt amplifier, dual 7 band equalizer and management information and money handling systems.

Rowe's engineers have created the LaserStar's® 21st century sound system and its easy, push button-page flip

feature. Like all LaserStar® jukeboxes, the Nostalgia CD is easy to operate and has broad consumer appeal. The Rowe LaserStar® Nostalgia CD adds the perfect touch of class to any location. See your local Rowe/AMI distributor today.

 **ROWE/AMI** 

Since 1927, Making Great Jukeboxes in America

ROWE INTERNATIONAL, INC.
75 Troy Hills Road • Whipppany, NJ 07981
(201) 887-0400 Fax (201) 887-2851

GAME RATINGS

Japan

VIDEO CONVERSION

- 1 Virtua Fighter
- 2 Raiden II
- 3 Fatal Fury Special
- 4 Run & Gun
- 5 Power Instinct
- 6 Monster Maulers
- 7 Gals Panic II
- 8 Grand Striker

DEDICATED VIDEO

- 1 Ridge Racer
- 2 Virtua Fighter
- 3 Cyber Sled
- 4 Out Runners
- 5 Suzuka 8 Hours 2
- 6 Air Combat
- 7 Virtua Racing Twin
- 8 Lethal Enforcers

PINBALLS

- 1 Indiana Jones
- 2 Jurassic Park
- 3 White Water
- 4 Hook
- 5 Lethal Weapon 3

Germany

VIDEO CONVERSION

- 1 Raiden II
- 2 Ultimate Tennis
- 3 Cup Finals Soccer
- 4 Gals Panic II
- 5 Super Street Fighter
- 6 NBA Jam

DEDICATED VIDEO

- 1 Mortal Kombat II
- 2 Suzuka 8 Hours
- 3 Out Runners
- 4 Virtua Racing
- 5 Cyber Sled

PINBALLS

- 1 Indiana Jones
- 2 Jurassic Park
- 3 Star Trek
- 4 Wipe Out
- 5 Last Action Hero

United States

VIDEO CONVERSION

- 1 Samurai Showdown
- 2 Raiden II
- 3 World Rally
- 4 NBA Jam
- 5 Super Street Fighter
- 6 Gals Panic II
- 7 Fatal Fury Special
- 8 World Heroes 2

DEDICATED VIDEO

- 1 Ridge Racer
- 2 Mortal Kombat II
- 3 Cyber Sled
- 4 Virtua Racing
- 5 Out Runners
- 6 Suzuka 8 Hours
- 7 NBA Jam
- 8 Lethal Enforcers

PINBALLS

- 1 Star Trek
- 2 Indiana Jones
- 3 Addams Family
- 4 Wipe Out
- 5 Tales From the Crypt
- 6 Jurassic Park
- 7 Last Action Hero
- 8 Twilight Zone

Hong Kong

VIDEO CONVERSION

- 1 Mortal Kombat II
- 2 Batsugun
- 3 Run & Gun
- 4 Raiden II
- 5 Power Instinct
- 6 Grand Striker
- 7 Super Street fighter
- 8 Lethal Crash Race

DEDICATED VIDEO

- 1 Ridge Racer
- 2 Out Runners
- 3 Cyber Sled
- 4 Suzuka 8 Hours
- 5 Virtua Racing
- 6 Final Lap 3
- 7 Lethal Enforcers

Australia

VIDEO CONVERSION

- 1 Super Street Fighter II
- 2 World Rally
- 3 NBA Jam
- 4 Raiden II
- 5 Run & Gun
- 6 Power Instinct
- 7 Samurai Showdown
- 8 Mortal Kombat

DEDICATED VIDEO

- 1 Cyber Sled
- 2 Outrunners
- 3 Crime Patrol II
- 4 Mortal Kombat II
- 5 Suzuka 8 Hours
- 6 Virtua Racing Twin
- 7 Lethal Enforcers
- 8 World Rally

PINBALLS

- 1 Indiana Jones
- 2 Star Trek
- 3 Jurassic Park
- 4 Addams Family
- 5 Wipe Out
- 6 Last Action Hero
- 7 Tee'd Off
- 8 Lethal Weapon 3

United Kingdom

VIDEO CONVERSION

- 1 Super Street Fighter
- 2 Raiden II
- 3 Cup Finals Soccer
- 4 Mortal Kombat
- 5 Run & Gun
- 6 Violent Storm
- 7 Power Instinct
- 8 Lady Killer

DEDICATED VIDEO

- 1 Ridge Racer
- 2 Virtua Racing
- 3 Mortal Kombat II
- 4 Suzuka 8 Hours
- 5 Cyber Sled
- 6 Out Runners
- 7 R360 Simulator
- 8 Alien III

PINBALLS

- 1 Star Trek
- 2 Judge Dredd
- 3 Jurassic Park
- 4 World Challenge Soccer
- 5 Indiana Jones
- 6 Addams Family
- 7 Tales Of Crypt
- 8 Last Action Hero

THE ROULETTE IN MINIATURE COMPLETE IN ITSELF!!

The Smallest & Cheapest
Roulette Machine in The World



MINI REAL ROULETTE

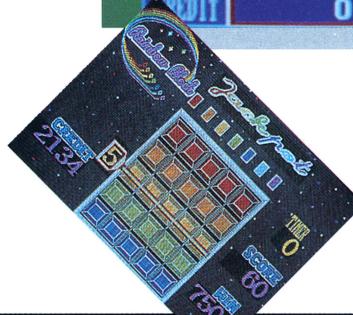
Complete machine & kits available

1. All LED display without CRT
2. Payout percentage 66%~94%
3. Attractive demo mode
4. Simple to play



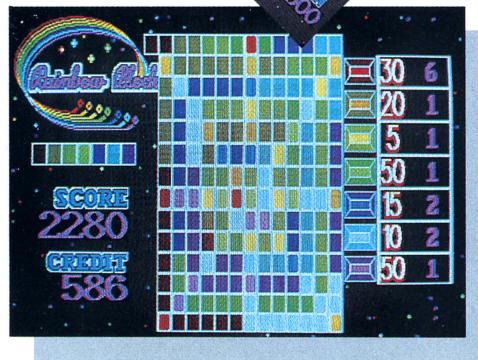
Poker King

NEW PRODUCT! Special Bonus Poker Game



BTR POKER

1. Deal speed adjustable
2. Small volume PCB for mini cabinet
3. Special Bonus Feature
4. JOKER function available



RAINBOW BLOCK

1. Slot style double up
2. Amazing special jackpot
3. Mini-Size PCB for mini cabinet
4. Picture amusement alike

AGENT WANTED R&D SUPPORT

Our Main Business Items Include:

Video Game Parts, Cabinet, Soccer Table, Crane Machine, Plush Toys

SE HABLAR ESPAÑOL!!

DEUTSCHE ERKUNDIGUNG ES WILLKOMMEN!!



ORIGINAL DEVELOPED & MANUFACTURED BY
BTR INTERNATIONAL INC.
A-RABBIT INTERNATIONAL INC.
5F-1, NO.30, NANKING WEST ROAD,
TAIPEI, TAIWAN, R.O.C.
TEL: 886-2-5558361(REP.) FAX:886-2-5599888
TLX: 16727 BTRTPE WTC M/B CODE: BTR II

JAPAN**MEGA ARCADES SLOW DOWN AS ECONOMIC TURN DOWN BITES**

The problems in the Japanese economy are apparently now affecting income in the nations amusement arcades.

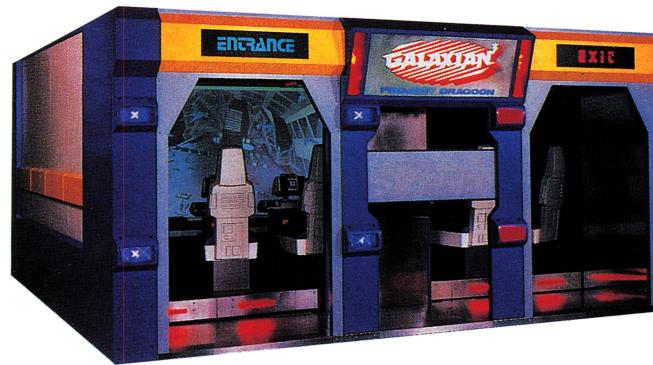
Though the larger chains are not seriously affected at this time, the smaller, independently owned arcades around the major population areas are really feeling the pinch and reports indicate that many of these will close their doors unless something drastic happens to alter the current situation.

The smaller arcades have already been hard hit by the emergence over the past few years of the manufacturer owned "mega arcades" and mini parks.

Unable to afford the big games that the manufacturers are placing in their arcades, the independents have been behind the eight ball for some time and the added economic woes of the country, combined with the changes being made in the labour market, could put many of them out of business in 1994.

It's somewhat ironic that Japan appears to be slipping into a deeper recession when the rest of the world is moving out of it, but a lot of the problems surfacing are related to the strong value of the yen against other currencies.

This has caused exports to drop alarmingly and has actually seen workers in major factories retrenched, something almost unheard of in Japanese industry previously.



The huge attractions like this Namco 6 seater Galaxian Theatre that can sell for \$400,000 odd, cannot be matched by the smaller, Japanese arcade operators

The huge property buying splurge, Japanese companies had in the mid to late eighties is not helping either. In many cases the value of the properties bought by the developers is now less than half what was paid

The Japanese newspaper *Yomiuri Shimbun* recently reported that the eleven leading commercial banks in the country were sitting on \$US207 billion worth of non performing loans where the debtor had either gone bankrupt or made no payments in six months. That's big money!

Even in our industry, the giant Nintendo reported a marked decrease in profit, and is apparently still bleeding, though most of the video game manufacturers are maintaining there earnings in areas other than arcade operations.

It's expected that the major manufacturing companies, still flush with funds, will move quickly to expand their foreign arcade operations to compensate for any further down turn in their domestic market.

RUSSIA**ELECTION RESULT LIKELY TO SLOW COIN-OP GROWTH**

The elevation of Russian hardliner Vladimir Zhirinovsky to a position of power in the recent elections is reported as likely to slow the improvement in the country's economy and subsequently limit the expected growth in coin-op.

Zhirinovsky, called the "New Hitler" by many appears bent on obstructing reform and undermining Yeltsin's economic plans wherever possible

UNITED STATES**BACK OF PINBALLS GET SPRUCED UP BY ALVIN G & CO**

Walking past a shop front location and seeing the backs of Pinballs has never been flattering to the machines or to the Industry. Now, at least with one brand, we don't have to suffer such eyesores.

Alvin G & Co, Chicago's newest Pinball manufacturer, (and soon to lose that title to Capcom) started decorating the backs of the backboxes on their machines with Pistol Poker, the game they released late last year, and it has proven quite a popular innovation with operators.

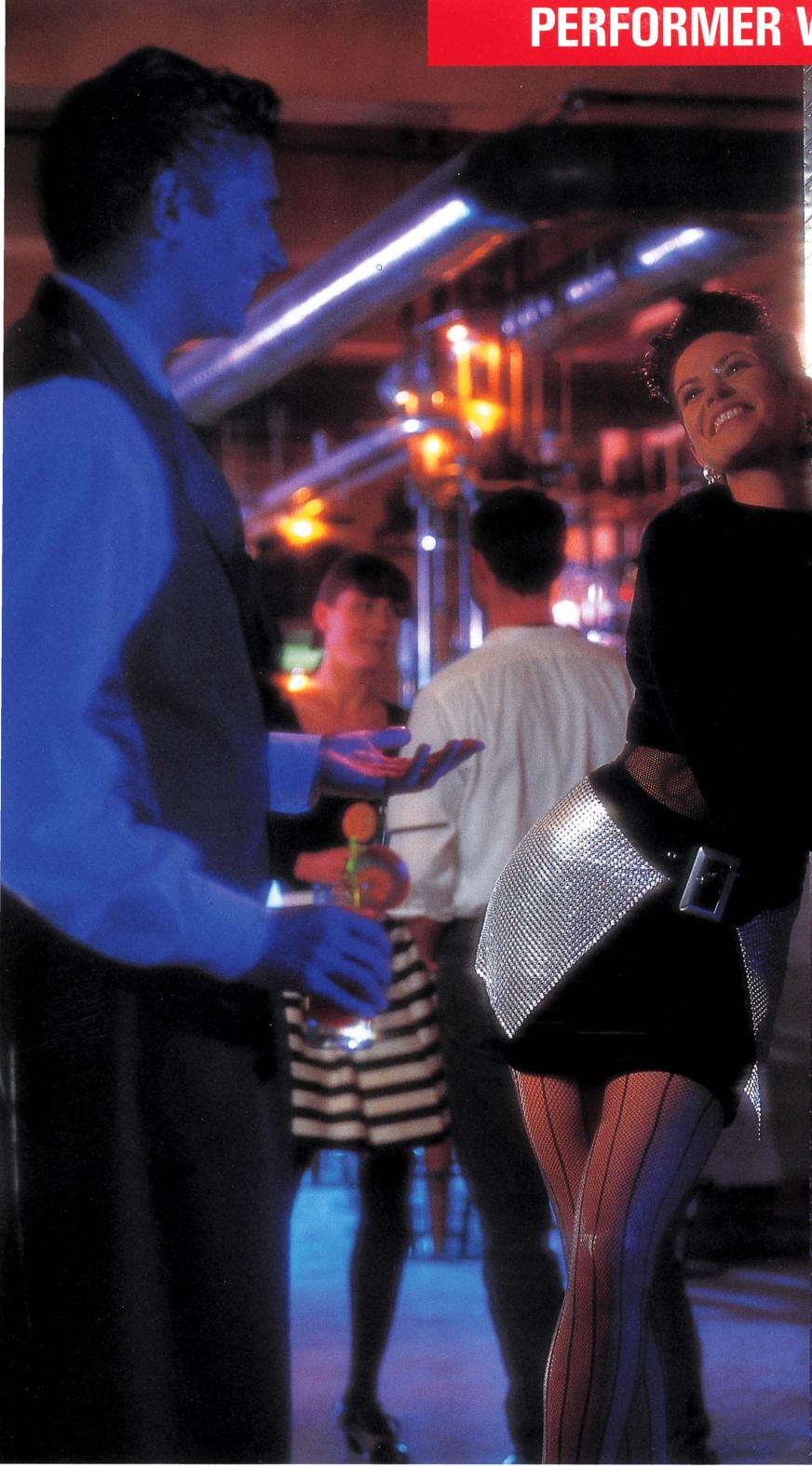
Whether other manu-



facturers will follow the lead or not is unknown at this time, but it is a definite improvement and couldn't be too costly.

Alvin G & Co have also fitted their double ended Pinballs with ticket dispensers and found that it has increased the earning power of the machines considerably.

PERFORMER WALL



Make a space for the best in design

The compact wall-mounted jukebox - PERFORMER WALL - with advanced design, unique CD-changer technology and an eye-catching array of moving light and colour effects. These visual and musical highlights ensure that PERFORMER WALL attracts more than just your usual jukebox enthusiasts. Everyone will want to play their favourite track over and over again. PERFORMER WALL - the tempting money magnet - even for the smallest pub.

The PERFORMER series: the 'flagship' PERFORMER GRAND II, the free-standing PERFORMER CLASSIC with its excellent price/performance ratio, and now the new PERFORMER WALL - top design features packed into the smallest of spaces.



NSM

G.A.M.E.S. · S.P.O.R.T. · M.U.S.I.C.



News

UNITED STATES

RUMOURS PUT WILLIAMS UNDER TAKEOVER THREAT

If rumours can be believed there will be quite a bit of activity around the Pinball manufacturers in 1994. According to these rumours, there are at least three well heeled companies looking to take over WMS Industries this year, two of Japanese origin and a US company.

How they hope to achieve this is not known, the maker of Williams and Bally Pinballs and Midway video games are apparently quite happy the way they are, and are in fact, likely to expand their operations in 1994.

The company, listed on the New York stock-market would obviously command a high price and though this may not deter the predators, the tightly held stock would appear to make it difficult for a hostile takeover to succeed.

PREMIER TOO?

Similar reports indicate that those who fail with a Williams buy-out may turn their attention to Premier Technology who in 1993 is thought to have received offers of significance from both Capcom and Sega.

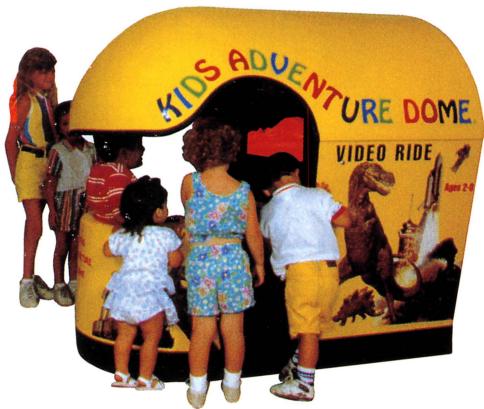
NEW ZEALAND

MAKERS OF KIDS ADVENTURE DOME TO MANUFACTURE IN NZ

The makers of the very successful Kids Adventure Dome, International Laser Productions are set to commence assembly of the game in New Zealand.

Dan Slater, Chief Executive of ILP informed Cash Box that the plant being set up in Auckland could be in production as early as this month and will have many cost benefits to buyers in Australia and the Pacific region.

Kids Adventure Dome is currently challenging conventional Kiddie Rides as the top earning kids game in the world with earnings of \$100 a day in the USA being quite common.



Datebook International

1994

March 25th - 31st

TAE 1994
Taipei, Taiwan
Contact:
CIPR Consultants Co.
Phone: 886-2-393 7404
Fax: 886-2-321 5098

April 22nd - 24th

IFPA World Pinball Championships
Rosemont, USA
Contact: IFPA
Phone: 1-414 422 0600
Fax: 1-414 422 0707

April 27th - 29th

FER '94
Madrid, Spain
Contact: SAAMM
Phone: 34-93-416 1466
Fax: 34-93-415 0095

May 5th - 7th

ALT Show '94
Prague, Czech Republic
Contact:
Eurotrade Exhibitions
Phone: 44-905 61 3256
Fax: 44-905 72 4768

May 9th - 10th

GAMEXPO '94
Vancouver, Canada
Contact: Gamexpo '94
Phone: 1-604 684 0880
Fax: 1-604 684 0881

June 8th - 13th

IAMA Expo
Guadalajara, Mexico
Phone: 52-3-614 3015

July 20th - 21st

LAMG Expo
Mexico City, Mexico
Contact: W Glasgow Inc
Phone 1-708 333 9292
Fax: 1-708 333 4086

July 21st - 23rd

Billiard Congress USA
Las Vegas, USA
Contact: Frank Zdy
Phone: 1-619 278 3877
Fax: 1-619 268 9372

September 21st - 23rd

JAMMA
Tokyo, Japan
Contact: JAMMA
Phone: 81-3 593 2562
Fax: 81-3 3581 3656

September 22nd - 24th

AMOA Expo '94
San Antonio, USA
Contact: AMOA
Phone: 1-312 644 6610
Fax: 1-312 321 6869

November 2nd - 5th

IAAPA
Miami Beach, USA
Contact: IAAPA
Phone: 1-703 836 4800
Fax: 1-703 836 4801

November 2nd - 5th

AMOAQ Convention '94
Surfers Paradise,
Australia
Contact: Ken Priest
Phone: 617 841 1021
Fax: 617 841 1332

1995

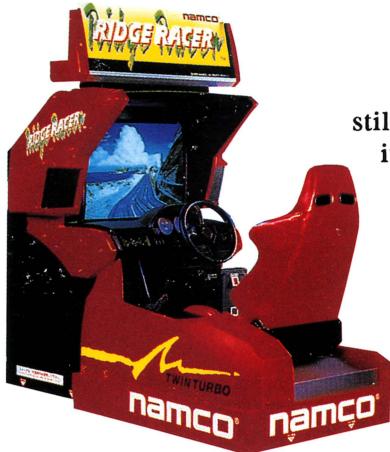
March 23rd - 25th

ACME '95
Reno, USA
Contact: W Glasgow Inc
Phone: 1-708 333 9292
Fax: 1-708 333 4086

September 21st - 23rd

AMOA Expo '95
New Orleans, USA
Contact: AMOA
Phone: 1-312 644 6610
Fax: 1-312 321 6869

WORLD ROUNDUP OF TOP PERFORMING GAMES



Predictably, the top earning coin-op game in the world is Namco's brilliant *Ridge Racer*

The big realistic driving game heads the charts in every country where it's been in the market long enough to register in the polls, and unless something exceptional comes along, it's going to stay on top for some considerable time.

Namco also hold the next two spots in the dedicated sit downs with *Suzuka 8 Hours 2* and *Cyber Sled*

Though being embroiled in the violence controversy, *Mortal Kombat II* is the top upright dedicated game in most markets, but in all cases where it's #1, the blood option is open.

Lethal Enforcers still maintains high ratings in this category, as does *NBA Jam*.

Most popular conversion games with operators remain the Neo Geo games with *Samurai Showdown* still doing well and *Art of Fighting 2* closing fast.

PCB conversion games are headed by *World Rally* and *Raiden II* with *Power Instinct* solid and *Run and Gun* holding up well.

The situation with Pinballs is nowhere near as clear cut with the current batch up and down and in and out of the top spot week by week.

Top game is probably *Indiana Jones, Star Trek* is up there, but apparently has a few technical problems, *Tommy* and *World Challenge Soccer* are shaping up well and *Wipe Out* sits solidly in most markets.

While always lurking there and waiting to reclaim the top spot if the new games falter, is the erstwhile *Addams Family*.

CHINA

SHANGHAI OFFICIALS TAKE TOLL OF ARCADE OPERATORS

Some arcade operators in Shanghai, who were ecstatic over the decision to open up China, are now wishing they'd never got involved.

In Shanghai where there has been complaints of kids playing gambling games and committing that good old western sin of 'wagging school' to go to the arcades, the latest caper is to clamp down on the hours the 'offending' arcades are allowed to open.

Peeved that the Government approvals the arcades have, prevents them (the local authorities) from

simply closing the arcades down, they have made their own mini laws and limited the hours of several arcades to Saturday afternoon and Sunday only.

The rest of the week the doors must stay closed and no business can be done.....unless of course the right palm can be found to grease.

Though not caught up in this mess, there are unconfirmed reports that Namco are finding business very tough to do in China and are considering withdrawing.

UNITED KINGDOM

INDEPENDENT OPERATORS BAULKING AT PUB DEALS

Independent operators in the UK are baulking at new pub contracts over the demands by the hotel groups on equipment to be supplied.

One of the biggest problem areas is Pinballs with the hotels demanding particular games in num-

bers that make it almost impossible for operators other than the very biggest, to manage profitably.

The hotel groups also want to dictate the terms and in many cases their terms leave little for the operator who has to supply and service the machine.

Subscribe Now To

cash box international
magazine

AND GET SIX MONTHS EXTRA AT NO COST



News

USA

PENTRANIC RELEASE NEW MULTI MODE MONITOR

Pentranic Monitors of Canada and the USA have released a new monitor that is especially suited to the manufacture of gaming machines.

Called the Multi Mode Series 2000, the monitor automatically adjusts white balance and brightness and has a mains input of 90 to 260 VAC. The monitors also have optional features of touch screen for gambling or lottery use, NTSC, PAL, and a SECAM adapter card.

The CRT and Chassis are made in the USA and the company states that no isolation transformer is required. The Multi Mode 20000 monitor is currently available in 20"

Pentranic have a complete range of monitors from 14" to 38",

all with remote adjustment control and are enjoying considerable success in the market. At the recent IMA show in Frankfurt, company reps Mark Trojanowski and Richard Gromadzki (pictured above) wrote some exceptionally good business.



GERMANY

LOWEN SPORT SPONSORS EUROPEAN SNOOKER LEAGUE

Along with a marked increase in the popularity of Pool in Europe, there's been a lot of interest shown in Snooker, formerly considered more of an English sport, and to promote the game and their line of full size Snooker tables (which the League will play on), Lowen SPORT have taken over sponsorship of the prestigious European Snooker League.

Played this year predominantly on the continent and televised on the Eurosport SKY channel, the European League features the pick of the world's top players.

Current top players competing are Stephen Hendry (Ranked #1 in world), John Parrott (#2), Jimmy White (#3), Steve Davies (#4), Alan MacManus (#6), Ronnie O'Sullivan (Best new Player for 1993) and #1 ranked female Allison Fisher.

Lucky Casino

YOU WIN AGAIN!

A large, brightly lit video lottery terminal (VLT) is the central focus. The screen displays the words "FRESCO GOLD". The machine is surrounded by a dark, atmospheric background with glowing neon signs and patterns, including "Bob's VEG WO" and stylized dollar signs (\$). The overall theme is gambling and luck.

UNITED KINGDOM

MARCH 1ST END OF ARMISTICE ON COUNTERFEIT AWP'S

From March 1st operators of counterfeit AWP machines in Britain will face the risk of being prosecuted by the Counterfeiting Intelligence Bureau. The armistice on counterfeits was put into place in December of last year by BACTA to enable the illegal machines to be taken out of operation with as little pain as possible to the operators, but late in February it appeared that few had been removed.

WHY GAMBLE?

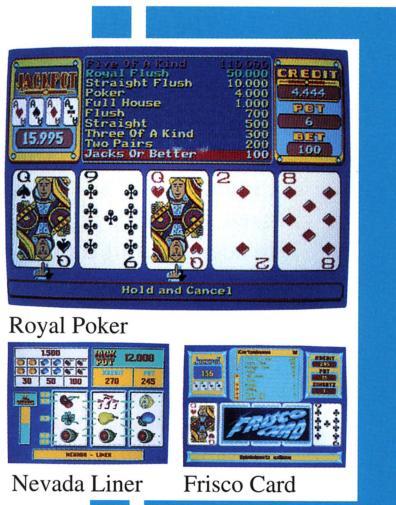
Machines from TAB are a sure Bet!

Machines from TAB Austria are characterized by a blend of innovation, perfection and design. Player friendliness and life-like graphics ensure each game will be a hit with your players.



LUCKY BABY

- High Resolution VGA monitor available (CGA standard)
- Front access features a slide-out component rack for easy cleaning and servicing



LUCKY II

- High resolution VGA color monitor (CGA optional)
- The sleek attractive cabinet is made from tough high impact materials
- Connections for hopper, bill acceptor and remote credit inputs are built-in
- "Easy Read" function keys remove the guessing from the game



CASINO 1200

- State-of-the-art design
- Connections for hopper, bill acceptor and remote credit inputs are built-in
- Exciting Fruit Bonus and Jackpot feature
- Operator adjustable win and payout rates

A passion for quality that provides a passion for playing.

SINGAPORE

GOVERNMENT REGULATIONS HOLDING INDUSTRY BACK

Only recently reopened to coin operated amusement machines, Singapore operators of amusement machines are in a constant hassle with the Government body set up to oversee the coin-op industry in that country

Local operator Paul Poh (pictured) of the large Playhouse Group informed Cash Box that the regulations pertaining to the importation of new machines were so stringent that each game has to be individually approved before it can be operated, and the process can take months to complete.

The result is large amounts of importers money being kept tied up for indeterminate periods and snowballing delays on new products.



A recent case has seen a shipment of Ridge Racers held up for over six weeks awaiting approval.

The country's regulations also cover violence and this angle has seen both Mortal Kombat and Mortal Kombat II, completely banned from use in the country though Street Fighter games and others like Virtua Fighter are considered OK.

Apart from the Government regulations the former colony is also under attack in the market from the Australian distribution company Avel Pty Ltd of Perth, who have set up shop on the island.

Local operators see the price cutting and other marketing methods of the Australian company as very unsettling to the fledgeling industry that already has enough problems in establishing itself.

News Briefs

Namco have released yet another Final Lap game titled **Final Lap "R"**. We haven't quite nutted out what the "R" stands for yet, but are informed that the new version has more new tracks and is likely to sell marginally cheaper than previous versions.

Yes, there will undoubtedly be a Suzuka 8 Hours 3!

On sequels Capcom are not commenting on the rumoured release of a brand new **Street Fighter** (?) game at this years JAMMA in September. The word is strong that the game is much more than the bit of a rev up they gave the theme in **Super Street Fighter**, and is all ready to go when Capcom marketers feel the time is ripe.

Leading Jukebox manufacturer **Rowe/AMI** like other manufacturers are doing it a bit tough in the UK where sales of new machines are very stagnant, but they received a good shot in the arm at AETI where there two new CD **LaserStar** models, **Black Magic** and **Lady in Red** were shown. Visitors were impressed with the new models and there were smiles all round at **Rowe**.

Never one to miss an opportunity, Rowe's Joel Friedman ropes in Cash Box Editor Jack Rodios for a pic of the Black Magic with Jerry Gordon



SNK are not going to miss out on the expected heightening of interest in Soccer during this World Cup year and will release **Super Sidekicks 2**, probably at ACME. The first **Super Sidekicks** enjoyed reasonable success, but the word is strong that this second game on the big 100 meg system board, is something out of the box.

The giant home video game maker, **Electronic Arts** are just about ready to make their move into the coin-op arena after months of speculation in the industry. The vehicle to be used for entry is still shrouded in secrecy, but there's plenty of reasons to suspect it will be something good.

The new games for the English made **Virtuality VR** system, displayed in London showed a marked improvement in the graphics. Still shunned by the coin-op industry in general, mainly because of price, but also because of what are considered poor graphics, the improvement shown in London will no doubt assist the somewhat sluggish sales of these devices. The **Virtuality** system is now over five years old and has never really made the impact that was expected of it..

An update of the **Turbo Drive** enclosed slot car track from Spain's **Innovaciones Recreativas SA** has been released as **Turbo Drive 2** and is reportedly a much more reliable game than the first one.

All components have been strengthened, the speed is greater and the game has been made much easier to service.

Few games from non American or Japanese game makers have had as much impact as **World Rally**, the excellent driving game from the Spanish company **Gaelco**, who have now released a new conversion game titled **Glass**.

Sort of a **Gals Panic** with aliens, **Glass** could be another surprise packet.

Lord of Gun, the Lethal Enforcers type game from Taiwans **International Games System** created considerable interest at London's AETI and is apparently doing quite well in the cash box.

Where it was thought there could be a similar case to the **Fighters History/Street Fighter** legal battle eventuate out of this game with **Konami**, it now seems that all is clear and the game will be marketed without any hassle.

Taito have followed up their excellent soccer game **Hat Trick Hero** with another top game in **Super Cup Finals**.

Put this one on a big screened unit where the players can sit down to play and they will stay there until they have completely exhausted their reserves of cash. One of the best soccer games we've seen.

Kaneko have released a coin-op video game of **BC Kid**, the comic book character and expect it to help in getting younger players into the arcades. The game is the first available as a ROM board changeover for the company's new system board.

Having established a number of arcades in China over the last year or so, **Bondeal's** Freddie Milner is set to branch out even further afield from his Hong Kong base and open an arcade in Sydney, Australia.

Approvals are in process and he hopes to be up and running by June.

THE WORLDWIDE STANDARD OF QUALITY.



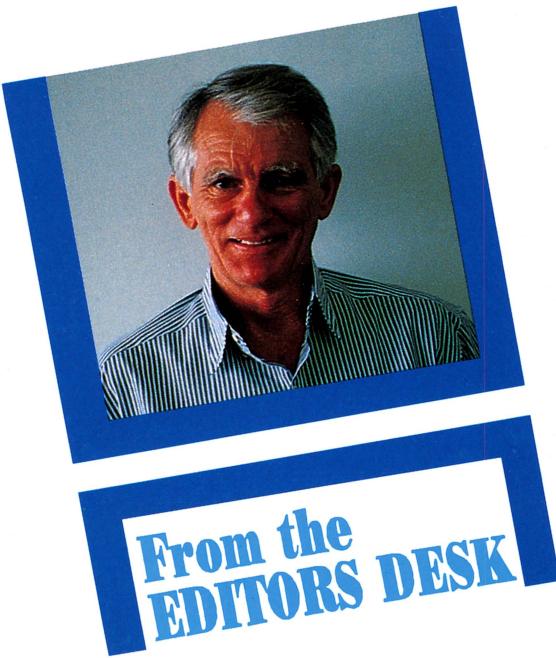
SNK NEO·GEO

THE FUTURE IS NOW

SNK Corporation of America
20603 Earl Street
Torrance, CA 90503, USA
Phone (310) 371-7100
Fax (310) 371-0969

SNK Corporation Japan
18-8 Toyotsu-Cho
Suita City, Osaka, Japan 564
Phone 06-339-3311
Fax 816-338-7175

© 1994 SNK Corp. of America



From the EDITORS DESK

Welcome to ACME '94 if you're in Chicago at this time, and if you're not in Chicago, enjoy CBI and we'll fill you in on ACME in the next issue.

You know, I always vowed that if I ventured into an international magazine, I would launch it in Chicago. The old fella up top smiled on us when it turned out that a Chicago scheduled ACME coincided with our desire to enter this new arena.

As far as I'm concerned, Chicago, apart from being one of the world's great cities to visit, is still the centre of the universe as far as coin-op goes. Sure Japan has video by the throat at this stage, but Chicago is the traditional centre of coin-op and I for one can't see that changing.

And what a town it is, Australians, because of the distance we are from almost everywhere, travel more (further) per head of population than any other race. We are a nation of travellers that believe it's mandatory to visit London, New York, Cairo, Rome and all the other exotic places that are promoted on travel brochures, at least once. A lot of us make it and see those places, but in my view, few of them can match Chicago.

It has a magic of its own, similar to the Pinballs that are made here. A controversial past, a bright future. Those who haven't made the trip here before or for ACME '94, should really try and come another time, rotten climate, crook football team and all, Chicago will never disappoint you wherever you come from.

I tell you what though, there were times aplenty when I didn't think we'd get here to launch this first edition. Putting a new magazine together for launch on a particular date, some 15,000 miles from home is not something I'd like to take on too often. I think once in any life time is plenty.

But if you're reading this, it means we made it. In this issue we've taken the liberty of using the two editorial pages (this and page 3) to let you know a bit about us, we felt we should let you know where we are at and what we propose doing, but in future issues I assure you, they will be better utilised.

Inside, I hope you'll find plenty to interest you, we take a look at the future of Pinballs, we look at products made in different countries and there's a full coverage of London's AETI and Frankfurt's IMA trade shows and a lot of other stuff.

We look at the pox within the industry, the pessimism that at times surrounds us, we at CBI are not into pessimism, so if you're a "doom and gloomer", please don't ring us, we'll ring you.....maybe.

CBI attends most of the shows around the world, and have noticed more so in the past 12 months than at any other time, the growing pessimism of operators.

We deal with this more thoroughly inside, but just briefly, don't have a bar of this pessimism. If you get caught with a 'doomer' that starts pounding your ear about how bad things are, do yourself a favour, either hook him or walk away, pessimism is a pox, it can eat away at your well being and completely destroy you and your business.

By the same token, you shouldn't accept all the hype and BS that gets around as the Gospel either, use the nous and judgement that got you where you are and you won't go far wrong, and no matter what, never let the 'doomers' put negative thoughts in your head.....That can be fatal.

We hope you enjoy this first issue of Cash Box International. We know operators don't generally like writing letters, but you'd do us a big favour if you dropped us a line later on telling us what you like and what you dislike about CBI.

We're not about to tell you that we'll do exactly what you want us to do with the magazine, but we can promise you that we'll listen to, and consider your comments.

Good luck in 1994.

KONAMI

サウロード、
コアドライブ、
ピートと化す！

THE VIDEO GAME

RACIN' FORCE

レーシング フォース



© 1993 KONAMI ALL RIGHTS RESERVED.

ARROGANCE OF SUCCESS SPELLS PROBLEMS FOR SEGA

Sega see themselves as market leaders, but when they walked out of IAAPA they looked much more like a baby that spat his dummy or a little kid who took his baseball bat home when he wasn't allowed to keep batting.

It's a fact of life that success can be harder to handle than failure and many in the coin-op industry are starting to wonder if some of the big Japanese manufacturing companies are starting to find that out.

Sega is always the first mentioned when this subject is discussed, there's no doubt that they've been a very successful company, but there's equally as little doubt that they are a very arrogant company.

Sega's arrogance is born of success and has grown with the self imagined rise in stature of company President Nakayama.

No one can deny his success as a chief executive and while the company's on top, few will speak against him, in truth he probably needed the arrogance to get the company to the top, but it's not going to help them stay there.

Just as it helped them reach the top, the Nakayama brand of arrogance is strong enough to eventually destroy a company, even one turning over \$US3.6 billion annually, and it has been suggested that Nakayama *san* should get Sega a good PR team together real quick.

The y also need to stitch up their very poor relations with retailers of their home video games quickly, it was this area, much more so than coin-op

that made the company what it is and it's this area which could easily destroy them.

When their retailers keep reading how well Sega are doing while at the same time Sega keep screwing down their margins and tightening up their trading terms, the company is vulnerable. Our information is that there is no loyalty at all to the Sega brand by retailers in general, most would switch their sales emphasis back to Nintendo or to a possible new player, the moment a better product is produced. (3DO maybe?)

Retailers tell countless stories of being treated like second class citizens by senior executives within Sega.

It's only natural that this kind of behaviour by senior executives eventually flows right down through the company, through the design personnel, through the sales department and right on down to the cleaner. That's when real problems surface, sometimes insurmountable problems, and in the eyes of many in the corporate world, they are surfacing for Sega.

They can call themselves Industry leaders as much as they like, but they certainly didn't look like Industry leaders when they refused to exhibit at IAAPA recently because the show organisers didn't give them the 'red carpet' treatment, but treated them the same as all the other exhibitors.

They looked much more like a baby that spat his dummy or a little kid who took his baseball bat home when he wasn't allowed to keep batting.

Arrogance also breeds fear and it's seemingly in dire fear of missing out on something, that's seen Sega running around like headless chooks for the past 12 months forming alliances with just about anyone who's been mentioned in the same paragraph as "hi-tech" has been mentioned.

There is possibly some grand scheme behind it all that only the chosen few are aware of, a recent article in the American publication *Wired*, called it "Sega's Plan for World Domination", and it well may be, but it's obvious that a lot of the people in Sega haven't got a clue as to what's going on and to the outsider it looks like the remainder of a jigsaw puzzle that the family pup has been playing with.

And if it is a plan for "World Domination" perhaps Nakayama should read up on a few history books, plans of world domination have been many, but none have succeeded.

What will become of all these alliances is anyones guess, but some of Sega's new "partners" must have some doubts about being able to work with a company of the nature of the Japanese giant.

It could be likened to working with a hungry shark.

Most things in life are cyclical, Sega are probably at, or approaching the top of their cycle, but to stay there they appear to need a crash course on how to handle success.....
.....or they may find themselves having to learn how to handle failure.

Sega chief Nakayama, a brilliant company builder, may not be the right man to keep the company on top



What do you call a dart machine with 2 extra transistors, an extra diode, a coin mech that never rests ... and a British accent?

Meet Honest ERNIE™

That's Fairly Honest Ernie ... to his friends. And he has a lot of those, more every day. Mostly operators.

Because Honest Ernie is the name of the computer inside our new Cougar electronic dart machine. Up to 3 dart players can play against him simply by choosing their favorite dart game, then pressing the green "ERNIE" button. Ernie plays at whatever skill level he's competing against.

Ernie is an all but certain way to dramatically -- and consistently -- increase operator income. He makes practicing even more fun for experienced players. And he's quickly proving to be just the enticement new players need to get into darts.

And just to make sure Ernie gets noticed ... We include a FREE high powered promotional packet with each new Cougar Dart Machine (for a limited time). It has Ernie side characters, an Ernie

marquee, posters, table tents ... everything you need to make sure Ernie, that is your new dart machine, gets noticed.



That's only Ernie's side of the story. There's much more. All new Cougar Dart Machines now come with 3 new super games ... in addition to the Ernie play-the-computer feature. There's 701, 901, and fast-paced Mark 21™ ...a no score cricket game. And just about everything imaginable is now operator programmable ... rounds, bullseye, and pricing.

For more information contact your local distributor or call:

Valley Recreation Products

333 Morton St., Bay City, MI 48706. USA
Phone: (517) 892 4536 Fax: (517) 8926513



CBI EYEBALLS THE KILLER IN THE INDUSTRY

PESSIMISM

Pessimism is the big killer in the Coin-op Industry today, if you let it infest your head, you've got problems coming, pessimism will strip you of your confidence, eat away at your soul and leave you easy pickings for the vultures. We at Cash Box International are not into pessimism, we can appreciate that there are problems out there, but it certainly ain't time to put a pillow in the gas oven or throw a rope over the nearest branch.

Yep, pessimism is the order of the day out there, particularly among street operators, a lot of whom are getting really bogged down with the doom and gloom syndrome, they insist that things have never been worse, that the coin-op business is stuffed, and can only continue to get worse.

All is lost.....woe.....pain

The 'doomers' are convinced that the Gods are against them, that the world is working to destroy their business with a villain lurking on every corner, the Japanese game makers, the phone companies, the Governments, the banks, the do-gooders, you name it, it's like they really believe there's a huge conspiracy out there aimed at putting them in the poor house.

What a load! The biggest danger to their business is their state of mind. Don't listen to the 'doomers', look at the facts.

Trade Shows bring out the operators, but they also bring out the pessimism



The facts don't tell a story of doom and gloom, they tell a story of a world clambering it's way out of recession and a coin-op industry going through a bit of a slump in a transition period.

To get off this gloom and doom sleigh ride we've got to appreciate what the world has been through in the last five years, not all may believe it, but be sure that when the history books are written on the period 1987 to 1993 it will clearly be shown that the world suffered the worst economic recession of all time, in that period.

There's no real doubt of that, the fact that we've actually lived it makes it a bit harder for us to see, but when the historians get into it in a few years and you start reading a clinical analysis of that five years, operators will start feeling pretty good about themselves because most of them have not only

survived an era where some great businesses and businessmen have crashedthey've prospered.

And all on the back of one of the most maligned industries in our society, coin operated amusements, surely that makes a bit of room for confidence in the business, now that most countries are seeing an upturn in their economies and coin-op is gaining an essence of respectability.



To a "doomer"
everything is seen as
some sort of
impending disaster

The fact that it doesn't make first base with the 'doomers', simply means they're in the wrong business, maybe it's time for them to start flogging vacuum cleaners or something, we certainly don't want them.

In our travels it's been obvious that those who feel really threatened in this Industry are the street/route operators.

From Dublin to Darwin, from Osaka to Orange County, many street operators genuinely believe they are being phased out of this business, that they are superfluous to the grand plans of the Japanese and other multinational arcade operators. That they are pawns in a hi tech chess game being played by multi million dollar companies. They accept this line of thought even though street operations throughout the world account for over 70% of all coin-op amusement equipment made.

Street operators are the strength of this Industry, not the weakness. Without them operating profitably, the grand plans of mega arcades aren't worth one single, miserable penny, cent or yen.

We may have missed something, but where does all this pessimism surrounding street operations come from? Surely those peddling it don't believe that all the worlds pubs and taverns are going to close down, or that all the towns and suburbs of small to medium population are going to have these big multi million dollar arcades whacked in the middle of them.

Or is it the phone companies, are they going to take over the scene with interactive games on home TV. Before they do that, someone will have to show them how to play Pinball over the phone, or Pool, or Darts or countless other things.

And when they do that, they'll then have the hardest job of all, they'll have to convince the players that they are better off sitting in their homes playing 'pretend Pinball' than they are down at the 'local', playing the real thing with their mates.

No way, Jose it won't happen!

Man is a social animal, we actually like being with other people, competing with them, laughing with them.

Now there's surely a 'doomer' or two out there

How you look at things greatly affects the outcome of your endeavours, few things show that clearer than this little story of two different views of the same situation.

Two blokes were lost in the desert, all they could see around them was sand hills, the level of water in their canteens was identical, right on the halfway mark. One was a pessimist, the other more of an optimist.

The pessimist sat in the sand wringing his hands and looking at the canteens. "We're goners" cried he "My canteen's half empty"

The other guy got up and prepared to move off "Come on" said he "We'll be alright, my canteen's still half full"

Which of these two guys would you bet on to make his way out of the desert ?

who would even argue with that, they probably prefer to sit at home on their own and wallow in some sort of electronic solitude, but let them, let them destroy their businesses, that's good, it will get them out of our hair, once and for all, and there will be a few more locations available for those that see this industry for what it is. A mountain of opportunity.

Look, we're not saying everything's rosy, but it never has been. Be careful, sure, but have faith that street operations, amusement arcades of all sizes and the coin-op Industry, will be here and still prospering, long after both you and I are gone, they'll all have their ups and downs, just as they always have, but they'll continue to provide what people seeking entertainment and relaxation want, and at the same time provide a very comfortable living for operators who realize what a good business they're in.

So lets stop listening to the "doomers" and get on with our lives. Chuck all that pessimism out the door and start looking at the potential of this business and you'll see that the problems that are there, create opportunities, and that the opportunities when grasped will provide profits you've only dreamed of.

Pessimism is a pox, make no mistake of that, and purveyors of doom and gloom, are the last thing in the world that we need in this Industry today..



Escape ELECTRONICS

We Build Excitement!

Check out the "Champion Series" Cabinets

NEW! "Thunder Road" Driving Capsule

The top of the line Champion Cabinet with the
DYNAMIC SURROUND SOUND STEREO SEAT
Available as linked units & wide range of colors

UPRIGHT UNITS:

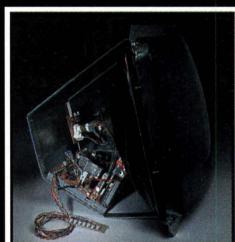
26" Champion Deluxe
also available in the
NEW 33" VERSION

SPLIT UNITS:

33" Champion Deluxe
40" Champion Deluxe

CHAMPION SERIES FEATURES

- 15 AMP POWER SUPPLY • MCA BUTTONS AND CONTROLS • MICROMESH ELEC. COIN MECH • STEEL CASH BOX • NEW HIGH TECH DISTRIBUTION BOX • SOPHISTICATED ALARM SYSTEM & ANTI ZAPPING UNIT • NEW STRONGER AND HEAT RESISTANT POLYCARBON OVERLAY ON PANELS (RESISTS CIGARETTE BURNS) • 1 YEAR WARRANTY ON MONITORS • 6 MONTHS WARRANTY ON ALL MACHINES • PANATRANIC MONITORS ON ALL MACHINES

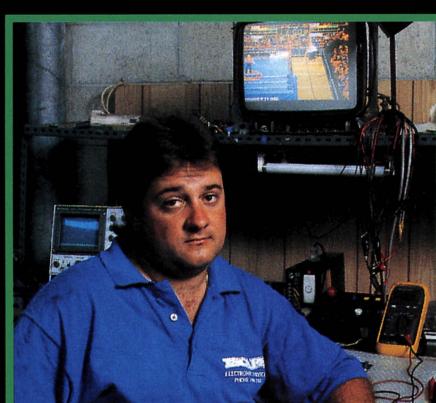


As South Pacific Agents for
PENATRANIC MONITORS
We can now supply 26" 33" 40" Monitors
GREAT VALUE - BEST PRICES

Escape ELECTRONICS SERVICE CENTRE

UNIT B7, 11-15 MOXOM RD, PUNCHBOWL NSW 2196
AUSTRALIA (02) 796 2507 FAX (02) 796 2462

Just Ring Escape for all your
PCB's • PINBALLS • CABINETS • PARTS • SERVICE & REPAIRS



PHONE Frank NOW!

**ESCAPE
down
THUNDER
ROAD**



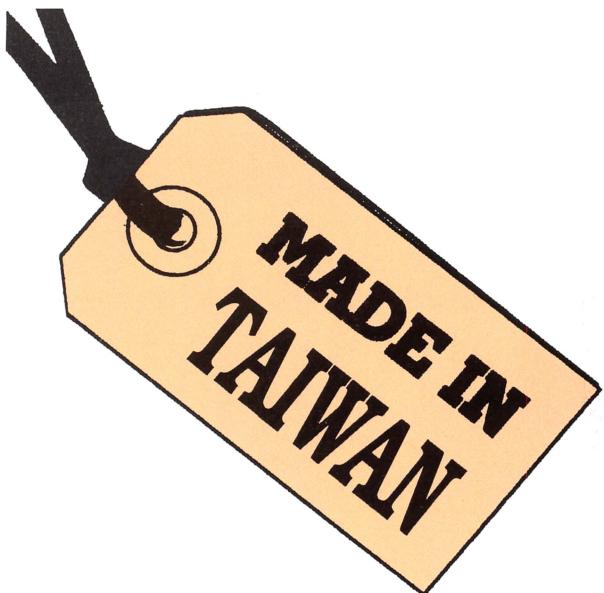
"Thunder Road"

Escape Electronics presents . . .

DRIVING CABINETS with SURROUND SOUND

Sydney Australia from USA 61 2 796 2507 AUS (02) 796 2507

INTERNATIONAL CREDIT CARD FACILITIES AVAILABLE



BTR INTERNATIONAL INC BRING INNOVATION TO VIDEO GAMING

BTR International Inc is a small company on today's standards, but one that seems assured of considerable expansion in the not too distant future.

Established in 1982 in Taipei, BTR entered the industry as purely a trading company, dealing in video games, semi conductors, monitors and other parts and components related to video games.

They continued in this vein under the direction of company President Leo Wang until 1989 when they ventured into the development of original, video gaming games, and since that time have produced a number of successful games of this type.

One of their most successful games has been "Real Roulette", a mini roulette game that has all the features of the casino game plus an adjustable pay out percentage that no casino can match.

To take full advantage of the limited markets that a game like this can be sold into, BTR market the game as a fully built up machine, and also as an easily assembled kit. This makes it attractive to Eastern Europe where the shortage of currency makes it very difficult to sell new machines.

At their current stage of development, BTR employ 17 people, with eight of these being in the R&D of video games.

On top of this they operate a branch office in Hong Kong, which was established in 1990 and are scheduled to open a second branch office in Budapest, Hungary, later this year.

A lot of the company's business is still in trading and apart from the video game lines previously mentioned, they now handle cranes, soccer tables,

video cabinets, plush toys and many other coin-op related products..

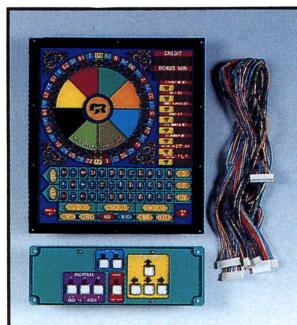
In game making, the company intends sticking to gaming type games in the immediate future, but are not averse to venturing into amusement games at a later stage, should the opportunity arise.

In its relatively short history of game making, BTR have not been content to just follow along, they have been very innovative in their design and this shows out in the games they exhibited at this year's IMA Show in Frankfurt.

The games shown were BTR Poker, Poker King and Rainbow Block. The first two are obviously variations of Draw Poker, but even in these well worn games BTR still manages to come up with appealing variations like player adjustable speed of dealing and some excellent double up modes.

The third game, Rainbow Block looks very much like an amusement, puzzle game (and that probably accounts for a lot of its appeal to Chinese and other Asian operators where gaming is restricted) but it is in reality a quite clever gambling game that can be customised to suit almost any situation.

The BTR mini roulette game pictured below with the easily assembled kit shown in box



PINBALL

Through the Nineties and Onward to 2000

A colourful and sometimes controversial history of over 60 years, has not dimmed the player appeal of the shiny steel ball, and today's manufacturers are aiming to keep it that way

Surely the most exciting, controversial and charismatic, coin operated amusement game is the Pinball

The somewhat humble Pinball has the sort of colourful history that one expects of a Hollywood film studio or something equally as exotic, the more you read about Pinballs or the more you have to do with them, the harder it gets to believe that they are made of things such as wood and metal.

But they are and when you accept this and look into the Pinball phenomenon more objectively, it's as likely that you'll see the people behind the machines, the chief executives, the designers, the artists, the crafts-

men, as it is that you'll see the machines.

Today, the people behind Pinball may not seem as colourful as some of their predecessors, their deeds not yet having been embellished by the historians, but they are equally as dedicated to Pinball as any before them.

To us at this present time, people like Gil Pollock (Premier Technology) and Gary Stern (Data East) are simply company executives, but in years to come our grandkids will be reading of them as we now read of David Gottlieb, Ray Maloney and Harry Williams

Time changes many things and time, coupled with a histo-

rians pen, will do a nice old job on Pollocks revival of the Gottlieb brand name, and Sterns creation of Data East. We seldom realize it at the time, but we do watch history being made.

Through the 90's and onward into the new century, we're going to see more Pinball history made, with the competition between manufacturers today being stronger than ever and those manufacturers having the incredible technological advances to work with that they do, it's inevitable that there will be innovations and changes, that we now find hard to even conjure up in the mind.

We are also going to see some new companies try and break into Pinball manufacture, the Capcom project is common knowledge, but there will also be others.

Some of these may make it, but not before they know they have been in a hell of a fight, as none of todays manufacturers are going to give up market share easily.

There'll be changes for sure, but some things will not change. The successful Pinball manufacturers will still be centred around Chicago and history tells us that regardless of who, there will still only be a maximum of four major manufacturers of Pinballs in the Industry.

Exciting times are ahead and we are all going to be part of those times as we move through 2000 with that shiny, silver ball leading the way

The top selling, 1992 Bally game, *The Addams Family* is deservedly #1, but it's not likely to hold that position anywhere near as long as the previous #1, *Eight Ball*. We're tipping the manufacturing record of Addams Family to be broken at least twice before the turn of the century, and not necessarily by the same company.



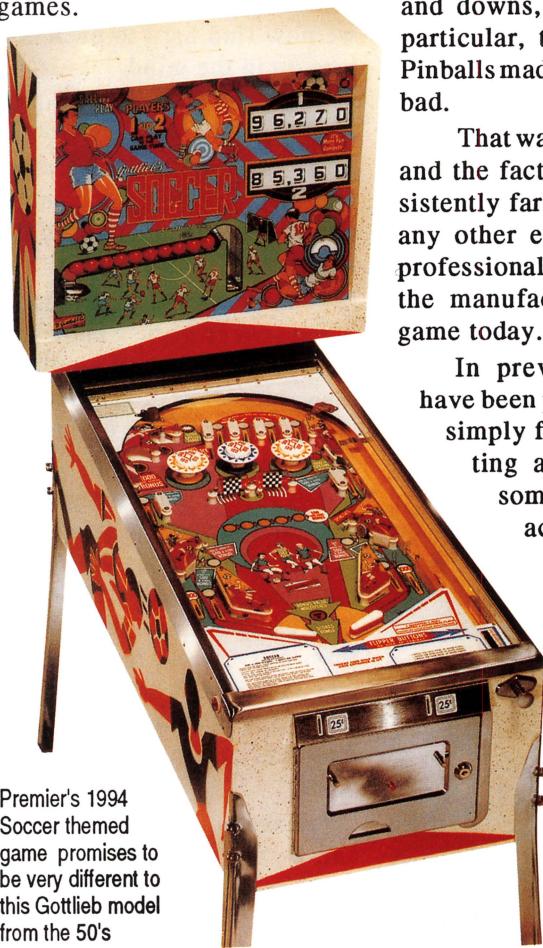
PINBALL

Through the Nineties and Onward to 2000

In compiling this feature, Cash Box talked extensively to Pinball manufacturers about their future directions, they know exactly where they are going, and it all spells good news for operators and the Industry on a whole.

The manufacturing companies obviously have differing directions, different philosophies on game design and different methods planned to get where they are going, but they do have many things in common, and the one thing they all share is optimism for the future.

We tend to take our Pinballs for granted, we actually complain that there's too many models made, whilst all the time, we wait eagerly for the next one to come out because we know that the fickle, playing public, tire quickly of even the very best games.



Premier's 1994 Soccer themed game promises to be very different to this Gottlieb model from the 50's

Seldom do we think of the work that's gone into the production of a new machine, what the manufacturers have to do to keep the flow of machines coming, how they go about designing a new game, how *they* feel when a game fails in the market. Sure we as operators feel bad if we've bought a non performer, often so bad that we curse the manufacturer and vow on 28 Bibles that we'll never buy their product again.

Fortunately there's a special dispensation that allows Pinball operators to renege on that vow as soon as the next good game is produced, otherwise we'd all be down playing 'Hot Foot' with Old Nick.

And the 'up-side' to this of course is that *there is* always a good game coming, the individual companies have their ups and downs, but these days in particular, there are very few Pinballs made, that can be called bad.

That wasn't always the case and the fact that Pins are consistently far better now than in any other era, reflects on the professionalism that surrounds the manufacture of a Pinball game today.

In previous eras, games have been pushed out the door simply for the sake of getting another model out, some companies of old actually put the same game out a couple of times under different artwork and name, caring little how operators were affected, as long as they bought it.

Even in the early 80's, this was basically still going on, but not today.



The popularity of the different Pinball brands has historically gone in cycles, but the hub that those cycles revolve around has always been Chicago.

PRE MANUFACTURE

Designing Pinballs must be one of the most specialist occupations known to man, think about it, and you'll soon understand why Williams are so upset over some of their design staff's apparent defection to another company recently.

How much do we think about the designers role in the making of a Pinball when we first see it introduced at a trade show or on a distributors floor, very little, all most of us are interested in is whether it will earn.

Pinball Milestones

1930's

- 1931: David Gottlieb introduced Baffle Ball, it sold 50,000 pieces.
- 1932: Ray Maloney's (Bally) Ballyhoo sells 75,000 pieces
- 1933: Batteries were first used
- 1935: The first backboxes appear and Harry Williams invents the Tilt mechanism
- 1936: Mains electricity used
- 1939: Most machines now on wooden legs, backboxes grow to present size.

Back in the old and not so old days, even the manufacturers refused to acknowledge the designers role in a game, they were forbidden to put their names anywhere on the machine.

And though other designers had hidden their names or initials obscurely in the playfield art previously, it wasn't until the industry giant, Harry Williams, founder of Williams Electronics, started designing Pinballs for Stern Electronics in the late 70's that a designer actually got "Designed By....." labelled on the machine.

Today, game designers receive much more credit for their efforts than in times gone by, but to most, the designing of a Pinball game is a facet of this Industry, that little is known about.

To try and find out a bit more about game design, we questioned some of todays finest designers and we pass on their answers in these pages, but first lets look at the game before it gets to the designers as it's in the area of company policy that a lot of decisions are made which operators who basically *must* keep buying new games, are stuck with

In the greater part of Pinball's history, the theme of the game was left to the designers, they came up with a design from

scratch and the company bosses decided whether to produce the game or not, often they'd ask for a specific theme that fitted in with their marketing plans or some event of significance, but generally it was in the hands of the design teams.

The trend today, towards more and more, and bigger and bigger, licensed themes for Pinball games, sees the design team in many instances directed to design a game around a particular theme.

Licensed themes are seen as extremely valuable property and the competition between the Pinball manufacturers for these licenses is in some cases fierce, so when good money is paid for a licensed theme, there is even more responsibility on the design team to produce a successful game.

It's a fact of life that bosses are never wrong so when they battle to secure a license of their choice, it follows that the designers are expected to come up with a hit game.

Licenses naturally add to the cost of a game, could be as much as 10% or even more where hi tech features have to be specifically designed for the game or the licensors are demanding of detail. Naturally, different companies look at licensing in different ways

Pinball Milestones

1940's

1941:	Pinball production ceased, manufacturers join war effort
1946:	Pinballs back in production, Harry Williams sets up Williams Manufacturing
1947:	Gottlieb's Harry Mabs invents flipper
1948:	Pop Bumpers introduced by Bally, Steve Kordek positions flippers where they are today

PREMIER TECHNOLOGY

It's been ten years since the youngish Gil Pollock convinced a group of investors to buy the ailing Gottlieb company from the disinterested Columbia Pictures group and many sceptics doubted the new company, Premier Technology's ability to survive. Those sceptics have long since been silenced as Premier moves into its second decade, full of confidence for the future.

Though most of the manufacturers were tight lipped about future products, Premier Technology's marketing executive, LJ Greene, talked to us openly on the company's coming games and the direction that Premier are taking in the 90's.

Where some companies use licensed themes extensively, others like Premier Technology, concerned about rising Pinball prices, are more selective.

The underside of a playfield is still a daunting sight to the uninitiated. Here the wiring harnesses are being fitted.



Pinball Milestones

1950's

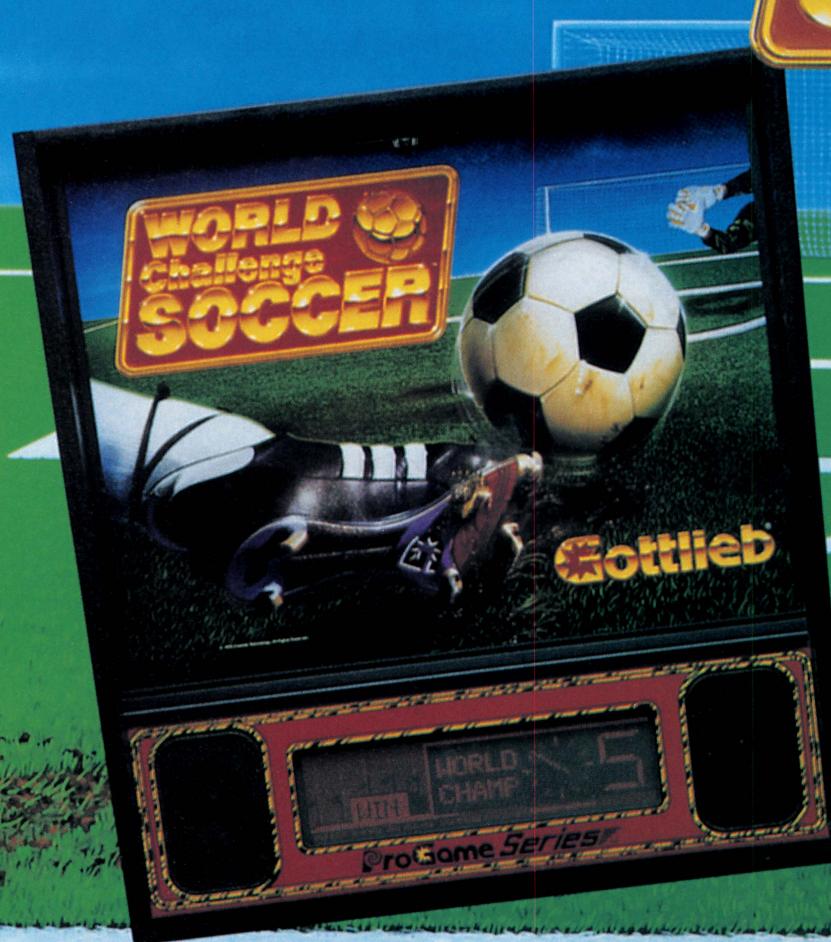
1951:	Gottlieb introduce the 'slingshot kicker', basically as used today
1954:	First four player game Gottlieb's Super Jumbo
1956:	First multi ball game Bally's Balls A Poppin'
1957:	Wooden legs go, replaced in steel.

IN THE FIELD OF GAMES



SCORES A WINNER WITH

WORLD Challenge SOCCER



THE Gottlieb ProGame Series

- ★ **REAL-LIFE, COMPETITIVE THEMES**
- ★ **CLEAR, CLEAN GRAPHICS**
- ★ **TRUE-TO-ACTION SOUNDS**
- ★ **STRONG, STEADY EARNINGS**
- ★ **UNIVERSAL APPEAL**

FOR MORE INFORMATION:

Contact Your Authorized Premier Technology Distributor today or call: (708) 350-0400 • FAX (708) 350-1097

• 759 Industrial Drive • Bensenville, Illinois 60106
• FOR TECHNICAL SERVICE Call: 1-800-444-0761

DISTRIBUTED BY

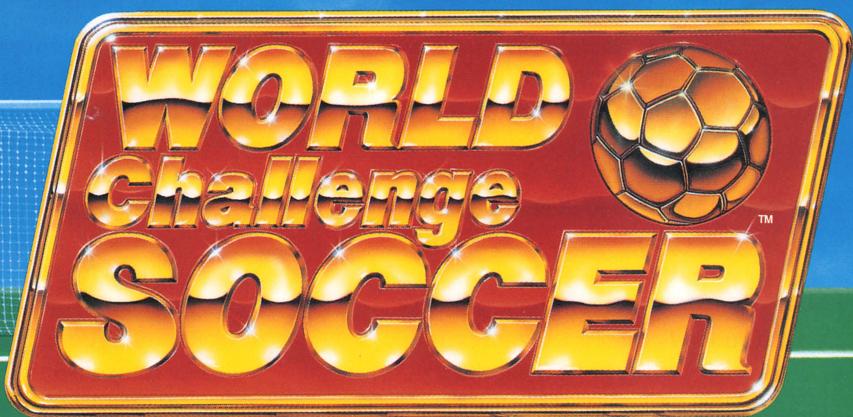
**CONTACT
YOUR LOCAL DISTRIBUTOR**



© 1994 Premier Technology. All rights reserved.

Gottlieb®

KICKS OFF THE ALL-NEW ProGame Series™
WITH



THE SPORT OF THE YEAR
BECOMES
THE GAME OF THE DECADE

THE INTERNATIONAL
APPEAL OF SOCCER
IS BROUGHT TO THE
MOST FAMILIAR
PLAYFIELD IN THE
WORLD.

FOR MORE INFORMATION: Contact
Your Authorized Premier Technology
Distributor Today or Call:
(708) 350-0400 FAX (708) 350-1097
Premier Technology
759 Industrial Drive
Bensenville, Illinois 60106

Height: 78" (198cm)
Height with Light
Box Folded: 55" (140cm)
Width: 27" (69cm)
Depth: 52" (132cm)
Weight: 282 lbs. (128kg)

FOR TECHNICAL SERVICE Call: 1-800-444-0761

PINBALL

Through the Nineties and Onward to 2000

While other companies have almost gone 100% with licensed themes, Premier have enjoyed great success with their unlicensed sporting themes like Cue Ball Wizard, Tee'd Off and the recent release, Wipe Out, all proving successful.

But the company admits the need for licensed games and has accordingly built up an extensive, and impressive, 'library' of licenses to work with in the future, this year we will certainly see Rescue 911 (from the popular TV series) and Stargate (a big coming movie release)



Premier Technology's "Pro Series" games will cater for the side of the market that are still pouring coins into Tee'd Off

The company also holds exciting titles like Freddy Krueger (Nightmare on Elm Street) and Zorro, the famed TV character of old who is going to be brought back via the big screen by none other than Steven Spielberg, who needs no introduction.

Premier will build these games around the theme, but carefully assess each new feature suggested, before it is incorporated into the game.

LJ Greene explains the company policy on new features in saying,

"The earning benefit of any new feature of a Pinball game must be carefully examined before the game is finalized. We (Premier) don't believe in putting a feature on a game for the sake of putting it on, only to confuse the player and drive up the cost to the operator. We like to ensure that features are cost efficient and the objective of the game is always clear"

But Premier are not going to walk away from their successful sports themed games to manufacture licensed games, they aim to build on the excellent base they have created for sports games by introducing a new series of Pinball games called the ProGame Series, and the first of these will be World Challenge Soccer.

This is a timely release with 1994 being World Cup year and the USA, traditional home of Pinball, being the host nation for the World Cup.

Similar to their reasoning with Tee'd Off, where Premier accepted that it was time Golf was featured on a Pinball, they feel it's now time that a Pinball features the *"most watched game in the world"*, Soccer. World Challenge Soccer will soon be at your distributors.

Pinball Milestones

1960's

- 1960: First extra ball game, Gottlieb's *Flipper*
- 1962: Williams Steve Kordek introduced Drop Targets on *Vagabond*
- 1964: First Mushroom Bumper on Bally's *Monte Carlo*, by Ted Zale
- 1966: First six player game, Bally's *Six Sticks*
- 1968 Williams increases flipper size from 2 inch to present size

Policy on Gottlieb games at Premier is market driven.

That their games are traditionally of simpler make up than the other two majors is not an accident or caused through anything like cost cutting. There is a large, and growing portion of the market that demand it and this appears to be a trend that will greatly favour Premier in the years ahead.

There are two distinct classes of Pinball player today, the younger arcade players who love all the new innovations (and who have the reflexes to cope with them) and the older player in taverns and pubs that play Pinball to relax.

These players don't want to spend hours of their time learning the ins and outs of the game, they want to drop their coins, send that silver ball on its way, and with their sometimes limited reflexes, get value in entertainment for those coins.

In short they want to give that wretched silver ball a real good whacking and get a score, without threatening to overtax their brain, they want to enjoy the game and have some relaxing fun with their friends.



These players also have the cash in their pockets to be able to afford playing Pinballs regularly, where the younger arcade player may not.

Another point in this is that younger kids are not playing Pinball like they used to. Home video games capture the young at a very early age these days and if they somehow miss out on them, the next stop is the redemption machines.



Like Premier's *Mushroom World*, Alvin G & Co's new *Punchy the Clown* should also appeal to younger players as it's basically a redemption game in Pinball form

Where we once seen little kids climbing up on chairs to play Pinball, we seldom see anything like that now.

Whether we like it or not, Pinball is fast becoming more of an adult, or young adult game. The general belief is that the majority of Pinball players are between the ages of 12 and 25, but we suspect that it may be creeping towards 15 to 30, if it's not already there.

Unlike any of the other manufacturers, Premier's 1994 policy will attack all levels of the Pinball playing population, the tavern market and older players with the ProGame Series, the little kids with their kids Pinballs like Mario Bros Mushroom World, which also dispense tickets, and the younger teenagers with the licensed games like Rescue 911.

All sectors overlap and in our view the range of games planned, makes Premier the company best placed to take advantage of the changing patterns of play.

The Gottlieb style game is also very suitable to the European market where Gottlieb has had a very large share for many years and as Eastern Europe continues to open up in the years ahead, it seems sure that the Gottlieb brand will be in the forefront.

ALVIN G & CO

The formation of Alvin G & Co shows that you never get Pinball out of the blood. Alvin Gottlieb, or



Alvin Gottlieb

"Alvin G" is the son of David Gottlieb, creator of Baffle Ball in the early 30's and countless other games, David Gottlieb is probably responsible in one way or another for more input into the evolution of the Pinball as we know it today, than any other man.

The company, Alvin G & Co was formed a couple of years ago and naturally enough is still regarded as "The new kid on the block", and

Pinball Milestones

1970s

- 1971: Gottlieb's *2001* first to use in line banks of drop targets
- 1972: Williams uses DC power on playfield
- 1975: *Spirit of '76*, first electronic game by little known company, Mirco
- 1976: Gottlieb sold to Columbia Pictures for \$55 million
- 1977: Bally's *Eight Ball* sells record 20,230 pieces. Atari starts manufacture
- 1979: All companies producing electronic machines
- Williams *Gorgar* first game with speech. Atari quits manufacture

PINBALL

Through the Nineties and Onward to 2000



are the smallest of the manufacturers, at time of writing this young company have only produced three conventional Pinball games, but they're another company that lean to the simpler games.

Alvin G & Co entered the arena with a novel, double ended Pinball game themed on soccer, it seemed quite novel and few realized it was very similar to a Pinball titled Challenger, made in 1971 by D Gottlieb & Co when Alvin was at that company.

They continued on this line with an American Football game next and then moved into conventional Pinball with World Tour and Mystery Castle.

The third game, Pistol Poker, released at last years AMOA show is by far the company's best game at time of writing and is enjoying considerable success, particularly in the tavern market.

Punchy the Clown, a redemption Pinball game is another that looks quite promising for the company who have also added redemption ticket dispensers to their double ended USA Football game and their new game of that type, Dinosaur Eggs.

Unlike a lot of other products in today's world of automation, the manufacture of Pinballs is still a very "hands on" operation.

This move into redemption should result in more interest for this type of game, and with redemption being so strong all over the world, it wouldn't surprise if there's a lot more redemption Pinballs on the way from other manufacturers. The history of the Pinball shows that the Industry has

always been quick to adapt to change.

The problems that Alvin G & Co have had in starting up a new Pinball manufacturing facility emphasises the problems that newcomers are likely to have entering this side of the Industry. Alvin G & Co have some very experienced personnel, but have still had to battle hard for a couple of years, and are only now starting to make their mark.

The company has put a lot of time and thought into their Pinball product for 1994 and beyond, resulting in a new philosophy that they are counting

on to gain market approval of their products

As the company's 'teething problems' have been overcome, the confidence within the company has grown and we believe that new confidence will be seen in their 1994 product, the first item of which will be seen at ACME.

Alvin G & Co are taking it easy with licensed themes, they can see clearly where licenses can be of benefit, but they can also see where licenses can lead to increased costs and more complex games, and that in their view is not necessarily good.

The recent price rises seen in Pinball are considered to be basically brought about by licensing costs and the costs involved in devising special features that enhance the license.

Adolph Seitz of Alvin G sees further price increases coming in the near future with the direction that Pinball is taking, but wants to see the Alvin G machines remain at a price that operators can profit from, and which remain interesting to players. He sums it up by saying

"Being an older Pinball player, I find a lot of the games to be frustrating and no longer entertaining. We (Alvin G) have taken on the design philosophy

Data East entry into Pinball manufacture with Lazer War at the 1987 AMOA Expo, was low key, but the company has since been very competitive.



HEY PARTNER, HAVE PINBALL EARNINGS BEEN LEAVING YOU FLAT? ALVIN G. TAKES PINBALL TO THE NEXT LEVEL!

Alvin G. & Co.™



PISTOL POKER™

THE DEAL YOU'VE BEEN WAITING FOR!

- TRUE MULTI LEVEL PLAY
- INNOVATIVE BACK BOX CARD MATRIX
- MAGNETIC APPEAL OF PLAYING CARDS
- FIVE DIFFERENT JACKPOTS
- OVER A DOZEN BONUS ROUNDS
- COUNTRY WESTERN THEME AND MUSIC
- FREE PARTS KIT INCLUDED

Height: 80"	203 cm.	Weight: (uncrated)	255 lbs. 115.6 kg.
Width: 24 $\frac{1}{8}$ "	61 cm.	Weight: (crated)	289 lbs. 131 kg.
Depth: 25"	63.5 cm.	Length:	54" 137cm.



MULTI
LEVEL
PLAYFIELD

© 1993 Alvin G & Co.—Contact us for a distributor near you.
5005 West North Avenue • Melrose Park, IL 60160 • USA
Phone 1-708-345-9000 • FAX 1-708-345-2222
"State of the Art Service" 1-800-858-FLIP •
Sales Office 1-314-961-4816

of trying to bring a less complex, yet still challenging, form of Pinball back to the players. We have met some resistance because of this as games seem to be judged, not on their value and merit as a game, but rather by the amount of paraphernalia on the playfields"

DATA EAST PINBALL

Data East, the company that many believe is largely responsible for the upsurge in Pinball popularity that commenced in the late 80's are into licenses in a big way.

Owned by the Japanese video game maker, the company was put together and is run by another son of a famous Pinball name. Gary Stern, Chief Executive of Data East Pinball is the son of Sam Stern who had a long history in Pinball manufacture, starting from when he owned half of Williams Manufacturing with Harry Williams.



Data East Marketing Manager Jim Gorman is delighted with the line up of licensed themes the company has secured and is confident that operators will reap good dividends from Data East's 1994 product range.



Sam Stern later took over Chicago Coin, another famous name, changing it's name later to Stern Electronics, a major manufacturer in the early years of electronic Pinballs.

Data East did bring competition back into Pinball manufacture when they entered the field in 1987 with their first model, Lazer Wars, Premier were still digesting the purchase of Gottlieb, Bally was history and Williams were just coasting along with a large chunk of the market in their pocket.

The entry of Data East is credited by many as being the trigger that forced a conclusion to the Bally situation, Premier to speed up their plans, and Williams to put a bit more into their products.

Whether this is the case or not, the facts of the matter are that the Pinball games made from that point were a better and more consistently good product than they had been for some years, and it was the standard of the games from 1988 on, that brought the players back.

Data East had their teething problems as could be expected, but they quickly got their act together and very early in their existence leaned heavily towards licensed themes.

That has continued and their recent "boomer" Jurassic Park showed just what a strong license can do. It was ironic that their very next game, Last Action Hero, showed the other side of licensing.

No one would ever have believed that Arnold Schwarzenegger would get involved with such a bad, bad movie.

There is no doubt in this writer's mind that Last Action Hero is very close to the top of the list for "Worst Movie Ever Made". It is an absolute shocker, but at the license buying stage, who was to know that, normally any Arnie movie is a goer.

To work out if the bad movie hurt the Pinball and if so, how much, is a task that we'll leave to better men, but one would think there would have to be some effect.

What it does show is that as the competition heats up for licenses, and the buyers have to go in earlier to secure them, the chances of buying a 'pup' increase.

But Data East shouldn't have any such problems with their next couple of games. The recently released Tommy (Pinball Wizard) is an excellent theme and the company has done a great job on the game.

After Tommy, DE have

Pinball Milestones

1980s

- 1980: Two level playfield and Magna-Save introduced on Williams Black Knight
- 1982: Gottlieb's Haunted House features three level playfield
- 1984: Gil Pollock buys Gottlieb with investor group, changes name to Premier Technology
- 1987: Data East commence Pinball production with Lazer War
- 1988: Williams take over manufacture of Bally machines
- 1989: Data East fit first solid state flipper to Robo Cop

PINBALL WIZARD

DATA EAST

THE WHO'S

Winner of five Tony Awards
including one for Pete
Townshend for Best
Musical Score.

TOMMY

Biggest merchandising
bonanza in the history of
Broadway.

TOMMY

Currently on a nationwide tour
bringing the excitement of
Broadway to a city near you.

TOMMY

A name that means pinball.

TOMMY

The first pinball machine to
ever be featured in the Macy's
Thanksgiving Day Parade.

TOMMY

A pinball machine sure to
be a classic.

TOMMY, the Tony Award winning
smash hit, is coming to a location near you –
The Who's Tommy Pinball Wizard
by Data East.

Featuring more music than any
pinball ever had; 21 hit songs
from Tommy sung by original
Broadway cast members
Michael Cerveris, Paul
Kandel and Anthony
Barile. The music
comes through



Marcus-Bryan-Brown

with crystal clarity using Data
East's new, increased memory,
BSMT 2000 Deluxe Digital Sound
PCB.

– Pinball Wizard – I'm Free – Tommy's Holiday
Camp – Cousin Kevin – Tommy Can You Hear
Me? – See Me, Feel Me – Sparks – Miracle Cure
– Amazing Journey – We're Not Going To Take
It – Acid Queen – Sally Simpson – Go To The
Mirror – Fiddle About – Christmas – There's a
Doctor – Captain Walker – Sensation – Smash
The Mirror – Listening To You – The Overture –

DATA
EASTFREE
FEE
ME

GENIUS

ON

BROADWAY

DATA
EAST

PINBALL

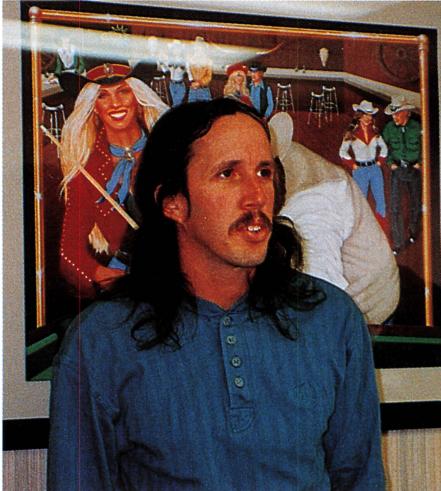
Through the Nineties and Onward to 2000

Royal Rumble coming, this one is licensed from WWF wrestling and will see Hulk Hogan and other well known WWF characters make their debut in the world of Pinball. Royal Rumble will be a wider bodied machine, similar in width to the Williams/Bally games since Twilight Zone.

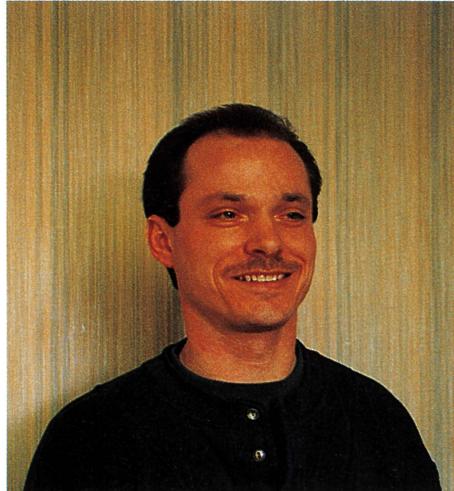
WILLIAMS/BALLY

Another slight pitfall in license buying was seen with Williams Star Trek, sure it's an easily identified theme, and there are a lot of "Trekkies" out there, but apparently not enough to keep the TV show on the air, and we can only assume that the game was produced so soon after the Data East game because of the cancellation of the TV show.

In design, Williams moved away from the other manufacturers with their wide bodied machines. Introduced with Twi-



Premier Technology game designers Jon Norris (left) and Ray Tanzer have had a lot of success with sports themed games and will pursue this area with the ProGame Series.



light Zone, the wide bodies split the width between the wide bodies of the early 80's and the conventional width, but allow considerably more on the playfield. Data East are building a wide body machine now, but Premier have no plans for such a machine at this time.

It's notable that Twilight Zone, touted as another Addams Family, by the makers, didn't get close to that game in market performance, leaving many buyers with the belief that Twilight Zone's playfield was overloaded, and simply too complex for the average player.

A clear market leader Williams/Bally, declined talking to CBI on their future plans, but they appear to have a completely different philosophy on game design than the other manufacturers.

Their philosophy sees almost each game produced, become more complex, but complexity and continual innovation cost money and it remains to be seen if Williams can hold their market place with higher priced, more complicated games.

The history of Pinball manufacture shows the major companies have their cy-

cles and all have spent time at the top, Williams have had a good stint on top in recent years and looking at the history of the industry, a betting man would probably be putting his money on Premier or Data East to soon wrest that top spot away from them. If that does happen, chances are it will be because of expensive, over complex machines.

Though most of Williams/Bally's recent games have carried licensed themes, the company has had some of its biggest successes with in house themes like Hi Speed, Pinbot, Cyclone and Funhouse etc, and seem certain to have another of these up their sleeve with Mortal Kombat, whenever it is inevitably released as a Pinball.

How design policy will affect market share of the main players in the 90's and beyond, is sure to prove very interesting, but as it can be seen, a lot of thought and work must go into Pinball design, even before the designers are let loose.

PINBALL DESIGN

Where do you start to design a Pinball game? How many people are involved in the design? Does the design team have any say in the games theme?

All designers and design



teams work in different ways of course, but to give you some idea of the process in designing a game we asked Premier Technology's Jon Norris, these and many other questions relating to this sometimes neglected aspect of Pinball manufacture.

When a project is started and the design team assembled, the job is split up so that specialists work in their particular area. A typical team would be made up of two graphic artists, possibly a couple of mechanical engineers, a sound engineer, one game programmer for the game and two video programmers for the dot matrix, a couple of video artists and of course the game designer who has the responsibility of directing the project.

It's interesting here to see how the dot matrix feature which is relatively new to Pinballs, makes up a third of the personnel required.

Selecting the theme is not the designers concern, that's already been decided by the sales and marketing department, so all the designers have to do is to design a blockbuster game around the given theme.

"If only it was that easy" thinks Jon Norris and all his designer compatriots.

The designers have a lot more freedom with 'in house' themes than they do with those licensed, as licensees normally have to get approval for what is planned as far as artwork, playfield gimmicks, etc are concerned and the whole thing is more controlled. It's not hard to understand that Norris and probably most other designers would opt for working on unlicensed themes, if given the choice.

An essential part of Pinball design is the close liaison between the different specialists involved and when this liaison has to be expanded to include non-Pinball people from the licensing company, it can be that much more difficult to ensure the different

areas of the game all come together in the right manner.

Most do and much of the credit for that must go to the designer in charge of the project.

With the actual game, Jon Norris normally tries to come up with a playfield 'gimmick' (for want of a better word, that the game can be built around like the cue ball and cue in Cue Ball Wizard for example, then the layout for the playfield itself has to be created, and his aim with this is simply to make the game "fun to shoot" and to effectively use the 'gimmick'

Like most designers Jon has his favourite features that go into most every game he works on, but there's also a continual search for new features.

He told us that he's continually asking himself "How can I apply it to a Pinball game", with "it" being just about anything and everything he encounters in everyday life.

Cost of course is also a factor in gimmicks and features, countless great ideas hit the waste paper basket because they're simply too expensive to produce.

Norris is wary of making games too complex, believing if the game is too deep, there's a definite danger of players being overwhelmed on their first couple of plays and not returning to the game. He prefers to keep several of the more common features like multiball very simple, allowing the player to stay with the game long enough to appreciate the deeper aspects of the design, and that's proving a more and more popular policy with players on each Premier game that's produced.

Pinball and Pinball design have come a long, long way since the days of Ballyhoo, but there's no doubt in our minds that it's still got plenty more surprises in store for us as we ride ramps and shutes through the 90's and into the next century. *There's no stopping that silver ball.*

INDUSTRY SEE CAPCOM DOING IT TOUGH TO BREAK INTO PINBALL MARKET

The general consensus in the Industry is that Japanese game maker, Capcom, of Street Fighter fame, are going to find it very difficult to make an impression in the Pinball market.

There's a number of reasons for this line of thought and all hold credence. Just setting up a new Pinball manufacturing facility is hard enough, but doing it while embroiled in litigation makes it that much tougher.



Marketing is another problem area as the other brands are well established with distributors and in Bally/Williams's case, locked in. Though Data East and Premier don't demand exclusivity from their distributors, it's hard to see any of the bigger houses taking on an additional Pinball line, so Capcom can really only hope to secure smaller and less effective distribution outlets, at least initially.

What Capcom do have going for them is that they are flush with funds and this will probably see them start up in a much grander manner than others would, but as Data East and more recently Alvin G & Co found, it takes more than money to get the bugs out of a new Pinball product.

Unless they do something really extraordinary, they must be looking at three or four 'suspect' games before they can expect operators to have any confidence in their product.

Secrecy surrounds the title of their first game expected to be released at September's AMOA Expo in San Antonio, and though it's almost certain to be a very strong licensed theme in an endeavour to open with an impact, there is a hint that they will give Street Fighter another run with a "Championship Edition" Pinball



When it comes to "reality"-type leisure, laser games are at the forefront. Players are transported from their everyday environment into the futuristic world of the space age. The action for players is real and immediate. Hi-tech sound effects, spectacular lighting, fog, booby traps and hidden opponents are all part of today's laser game experience.

The games are all about skill and quick reflexes: players have to seek out their opponents, destroy generators, zap defence androids and dodge the enemy. There are hundreds of scenarios to act out and most games are flexible enough for operators to make their own unique games.

The futuristic look and feel of laser games has made them a compatible attraction for amusement centres. Those who love playing the latest, hi-tech video games are usually the same people who enjoy the sense of futuristic adventure provided.

As the Family Entertainment Centre (or "FEC") concept becomes increasingly popular around the world, many centre operators are looking to have multi-activity venues. The result has been a surge in the number of laser game centres being opened.

And the relationship between coin-operated equipment and laser games goes both ways. Not only are amusement machine

LASER GAMES PROVE VERY COMPATIBLE WITH COIN-OP

operators looking at the potential of laser games for their arcades, but most laser game operators end up including coin-op equipment in their laser centres.

A leading Australian manufacturer believes that amusement machines are an essential part of the "club" atmosphere and profitability of laser game centres, with as much as 30% of profits coming from coin-operated games. He recommends that stand-alone centres allow about 1,000 square feet of space for amusement machines.

For the actual laser game itself, manufacturers recommend a minimum of 1,000 ft², although 2,200 - 4,300 ft² is ideal. Obviously the bigger, the better. Having enough height to go to two levels, or at least split level is also an enormous advantage. The playfields of some centres are themed. Most have futuristic ones like spaceships or different worlds, although other settings include war zones, a wrecker's car yard and urban settings.

The laser game concept was first developed around 15 years ago in the United States, the idea being a spin-off from George Lucas's classic sci-fi movie, Star Wars. Using infra-red technology, a couple of corporations manufactured and marketed what they called "laser games" but the initial boom quickly died because the old infra-red system was slow, clumsy and overpriced.

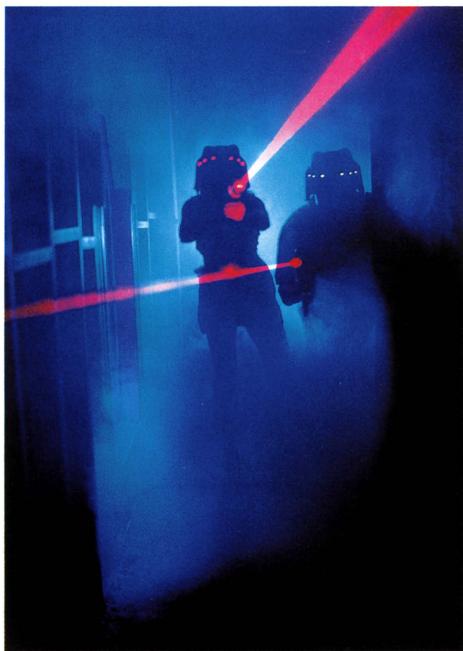
Today, not only do the games use infra-red beams, they use real lasers as well. In the dark and the smoke the lasers produce an impressive visual effect. The players' equipment usually consists of a light weight phaser gun, a back pack

and chest plate. One Australian manufacturer, Laserforce, also has helmets equipped with speakers as a part of their uniform.

The battle suits have various hit zones which register any hits made. Special sound effects go off whenever a hit is made and as the action heats up these sound effects all add to the atmosphere of the game. Most systems also have a variety of sounds so experienced players can tell the fate of their team mates and opponents by keeping an ear open.

For the operator, laser games provide a reasonably low maintenance attraction which, at around US\$42,000 for a standard 16 suit system, is not prohibitively expensive.

Laser games have enjoyed considerable expansion in recent years with many successful centres being established despite a worldwide recession. Some centres are seeing patronage in the order of 3,500 players each week and it has not been unusual for the more successful venues to have paid for their equipment in as little as eight weeks.



KELLY BROTHERS GAMES PTY LTD
55 IPSWICH ROAD, WOOLLOONGABBA
QUEENSLAND 4102 AUSTRALIA

PHONE: +617 891 1031
FAX: +617 891 6337

THE MOST SPECTACULAR LASER GAME ON PLANET EARTH



After 6 years of success in Australia, the incredible earning powers of *Laserforce* are about to be unleashed across the planet. This live action team laser game is a most remarkable innovation and will earn you profits at the speed of light.

"I burst through the airlock door, fog swirling around me. To my left I saw the flashing lights of an alien's armour, laser bolts cracked past my head. Raising my laser I waited for the lock-on tone then squeezed the trigger. Excellent, I got him!"

To Take Advantage Of
An Opportunity Near You
Please Contact:

"Laserforce paid for itself in about 8 weeks. It earns more money than all of our latest dedicated video games and pinballs combined and at a fraction of the cost."

Bob Constantine, Townsville, Australia

"The Kelly Brothers have developed an innovative product and backed it up with absolutely excellent service."

Tony Roberts, Melbourne, Australia

"We were amazed at how easy and quickly the money came in from Laserforce, we are already planning our second centre"

David Robertson, Darwin, Australia

Cash Box International March, 1994



LEN KELLY

HOLDING GOOD LOCATIONS

One of the greatest concerns of smaller operators is how they can hold their locations when manufacturers, distributors and other large operators start prowling around with a hungry look. Undoubtedly the best way to hold on is by way of a good solid, working relationship with the site owner, but there are other ways and one that is starting to run now is the customising of the equipment to the location.

Battling against the 'heavies' in the industry to hold on to locations is not one of the pleasant parts of this business.

The threat of a manufacturer or large distributor going onto the street has been known to cause panic in the hearts of smaller operators concerned with holding their better locations, and that's hardly surprising.

The part that is surprising is that the operator has rarely been guilty of doing anything to shore up his tenure in the location until that tenure is put under threat.

Often that is too late!

In this article we look at a simple and relatively inexpensive way to consolidate a location, and that is customising the coin-op equipment to the location.

The NSM "Put-On's", first shown at AMOA Expo last year, are an excellent way to customise a location's music system, and they are not expensive

The customising of equipment is not exactly an original idea, but it is only now starting to gain recognition, and the way we see things eventuating, it has a long way to run, as we've only scraped the edges.

A good tavern location in just about any city in the world, for example could comfortably have ten to fourteen pieces of equipment installed, say four Pool Tables, CD Jukebox, two Pinballs, two videos, two darts machines and a couple of other sports games (where gaming machines are legal, they could also be included if local regulations permit)

In most cases the Pool tables, Jukebox, Video cabinets, Darts and sports games are rarely rotated or in other words stay in the location, and it's by spending a few dollars on these items that the location can be made almost invulnerable to any approach by predators.

In the area of customisation, the small operator can do everything the larger operators can do, and in a lot of cases, do it better.

Working with product already on the market and a bit of initiative, almost any amusement machine can be tailored to the location.

In the spread of equipment described above, all except the Pinballs could be customised quite cheaply.

Say the decor of the location is traditional, a lot of woodwork, panelling, subdued colours, that sort of thing, an operator who really wanted to consolidate the location could instal four matched, traditional style, Pool tables with cloth colour matching the general decor.

In their new "Image" range of Pool tables the American manufacturer Valley, have four models, Traditional, Country, Allsport and Contemporary. Each of the tables have matching light shades available and the effect of an installation of equipment like this on a location is quite amazing..

The video games can also be in matching cabinets that sit in with the general decor if the operator utilises conversion kits or Neo Geo, and customised headers to the videos could also be a thought, particularly where dedicated videos are employed.

There is really no limit to what you can do in this area.

The Jukebox is a piece of cake, as long as the machine chosen for the location complements the decor. The customisation in relation to the Jukebox is to *the location* not necessarily the machine. Start by wiring up extension speakers, or wall box if necessary, wire it up professionally and let the location owner see how much trouble you go to. (He's not going to want it all pulled out in a hurry)



Don't just install a Jukebox to a good location, instal a *music system*

If you want to go further, custom CD's can now be pressed at reasonable cost and a CD installed in the Juke that expounds the virtues of "Harry's Bar" and which plays periodically in place of background music will not go unnoticed. If the location warrants it, there's some top class customised Jukeboxes and wallboxes that can be purchased from several manufacturers.

The sports games can also be made suit the site, in Australia Air Hockey tables are factory made in the colours of local and national sports teams. They also have a sound system that includes easily programmable speech.

On the scoring of a goal for example the machine could yell (volume adjusted) "*Harry's Bar scores again*" or "*Up the Mighty Ducks*", anything at all can be programmed in and the speech module can be fitted to most types of sports and redemption games. There's

normally room somewhere to place a bit of signage in the machines or somehow make the machine seem made for that location.

We've only scratched the surface in this article to help jog your imagination, but the general idea is to have every piece of equipment on that location made to look and feel a part of it.

Give a location that sort of treatment, naturally keep your service up to it, and it will prove a very solid location for you.

There's also some very good side benefits available from an operation like this as the placement of new and specially customised equipment gives the operator a chance to either increase price of play or his site commission, or possibly extend his location agreement. (maybe all three)

And there's also the chance that your activity will cause a sluggish site owner to spend a bit of money on the location itself, or the promotion of it,

either of which could result in increased custom for his business and yours.

The cost in relation to what the location can earn is negible if it really is a good location, even if four new Pool tables have to be purchased to suit the site, the tables coming out can be sold off to lessen the outlay or placed on other locations. It's not a big deal, but

Holding that location, is!

So if you're genuinely concerned about holding your better locations, or even if you're not, shore them up now. Start by talking to your site owner about what you propose doing, take in his suggestions if they make sense and don't cost the earth. He's already your partner in this particular location, so let him have some input.

Don't rush in and do a botched up job or you'll only whet the site owners appetite for a well done job. Think it out, do it properly with the owner 'on-side' and you'll reap the benefits for years.

HONG KONG

KONG KONG



PERFECT VIDEO GAMES

Address: 8/F, Flat 9, Laurels Ind. Centre,
32 Tai Yau Street, San Po Kong,
Kowloon, Hong Kong
Phone: (852) 327 0211, 327 0472
Overseas: (852) 351 9209

FAX: 852-3519248 & 852-6776217

NEW & USED PCB'S FOR SALE

Please contact Samantha for details

SUPER STREET FIGHTER II / TOURNAMENT BATTLE •
LETHAL ENFORCER GUN KITS • ALL NEO GEO •
WORLD RALLY WITH PARTS • RAIDEN II • NBA JAM
RUN & GUN • MORTAL KOMBAT (SPECIAL)
ALL POPULAR HIT GAMES ON CALL!

• WANTED! WANTED! •

TOKI USD100, SPIDERMAN USD156, COWBOYS OF MOO MESSA USD310

HONG KONG

HONG KONG

HONG KONG

HONG KONG

HONG KONG

HONG KONG



AETI '94

World's oldest International Trade Show celebrates 50th Anniversary at London's Earls Court 1 with huge array of coin-op product and large attendance

A cold and wintery London didn't stop visitors from all over the world attending the 1994 AETI in late January.

1994 marked the 50th anniversary of AETI, making it the most senior international coin-op show in the world.

Held at London's biggest convention venue, Earls Court 1, the show was opened by the Minister for Industry, Tim Sainsbury, which clearly demonstrated the stature of the event and the coin-op industry in the UK.

This year AETI combined with the International Casino Exhibition to present a huge array of coin-op equipment of all possible types.

And though there was little in the way of new video product, few who attended left the show disappointed as it would seem that operators no longer go to these events expecting to see the large variety of new video games that they once did.

International visitors from sunny places found it strange to walk out of Earls Court at 5 o'clock into the the cold and dark London night, but most will be back next year.

The big London show is quite different to the American and Japanese shows, few video game manufacturers exhibit in their own right at AETI. Namco, Konami, Jaleco and Capcom had their own stands but generally the displays are left to the distributors and carry a mixture of all types of product.

AWP's, other types of gaming machine and Pushers took up

a lot of the exhibition space, as always, but there was still plenty in the line of video, Pinball, music and Pool available, and to a lesser degree, redemption.

Despite clashing with IMA at Frankfurt for the last two years, AETI continues to grow to where it now fills Londons largest exhibition centre, and also continues to draw very large numbers of international visitors.



The shape of the main hall at Earls Court makes it difficult for the organisers to get much order in the layout and this was the only small criticism heard, as generally speaking the event is excellently managed

VIDEO GAMES

The video game that clearly attracted the most interest was Namco's *Ridge Racer*, AETI gave most Europeans their first chance to see this brilliant game and it was displayed in every possible configuration. The big full size Eunos Racer theatre was impossible to walk past, but at around £200,000 sterling a pop, it was almost as impossible to buy.

The game was also shown in a multi monitor display, single, and big three monitor version that hadn't previously been shown, were also very popular.

Sega showed a display model of their upcoming driving game, that's tentatively named "*Daytona*", we've been hearing about this one for some time now and it looks like it's now very close to being released.

A step up from *Virtua Racing* into the *Ridge Racer* class would be the best way to describe this very good looking game that is certain to have a very expensive price tag on it.

Sega also showed a four station set-up of *Virtua Formula* (another £200,000 sterling's worth) which we believe was sold into London's Trocadero, and *Suzuka 8 Hours 2* from Namco found a lot of admirers.

Stepping down to more reasonably priced games, Konami and Jaleco showed their latest driving games, *Racing Force* and *F1-Super Battle*. Both are twin monitor linked games along the lines of *Final Lap* and can safely be expected to be quite popular with operators.

Atari showed there new *Race Drivin'* game, *Airborne* which is an unusual mixture of driving and flying and Strata got

Though expensive, Namco's *Ridge Racer* was a clear winner in a large field of video driving games



a good response to their game, *Drivers Edge*.

Driving games, driving games, driving games, they were everywhere, but there is so many on the market now that it's doubtful they can all sell in the quantities their makers would desire.

The other video was made up of a couple of shooting games, Taito's *Under Fire*, the Taiwanese game *Lord of Gun*, a Spanish made laser game of the Mad Dog type titled *Marbella Vice*, plus a few conversion games with fighting and shooting themes.

Capcom had two of these, *ECO Fighters* and *Dungeons and Dragons* and both looked OK without doing a lot for the adrenaline. SNK's *Art of Fighting* looked good and Taito's *Gunlock* should do OK

Browsing the show floor and previously talking to some arcade operators in London, we couldn't help but get the impression that the distribution situation in the UK has problems. Operators are certainly uneasy.

It all stems from the two biggest distributors, Deith Leisure and Brent Leisure being fully owned by Sega and Namco respectively and we have to agree that it's very difficult to see how this situation can help the industry in any way.

Coin-op has traditionally been at its best when the three tiers of;

manufacturer
distributor
operator

are operating, but with the big Japanese manufacturers buying

One of the few Japanese manufacturers to exhibit at AETI, Konami introduced a very good linked driving game, *Racing Force*



AETI '94

up major distributors, the three tier system is seen by many UK operators as being bastardised.

At this point the distributing businesses mentioned are to all intents and purposes, being run autonomously, but this doesn't stop the smaller UK operators in particular from having distinct doubts about what will happen in the future.

There's also a strong chance that other manufacturers will get into the act for fear of being shut out by Sega and Namco.

PINBALL

Two excellent releases for the European market in particular here in the Premier Technology game, *World Challenge Soccer* and the Data East Game *Tommy*.

The Premier Gottlieb soccer game is the first in the company's new ProGame Series and is ideally timed with the northern soccer season reaching the interesting stage and the World Cup to follow.



far more confident about pins than they are about video, and with just cause.

Video is far from healthy right now though fortunately Capcom, Konami, Jaleco and of course SNK continue to put out product suitable for the majority of operators. Younger companies like Atlus will also service this end of the market and we expect to see some good video product in the second half of this year.

REDEMPTION

Tommy, the Pinball Wizard from Data East is licensed from the stage play which has seen a continual sell out since it opened and which will soon have a touring company finalised to tour the world, both pieces got excellent receptions.

The other new piece was Bally's *Popeye*, licensed from the comic strip.

It appears that Pinball is starting to slow slightly in the UK and Europe, but generally operators are still



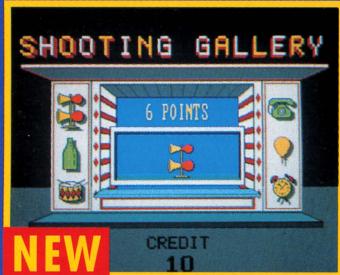


HIT BULL'S EYE WITH SUPER MARKSMAN!



MERKUR
Spielgeräte

SUPER MARKSMAN offers 6 different playing modes:



Shooting Gallery -
Moving targets non-stop



Star Shooting -
Starring: 50 new stars per game



Cups



Running Targets



Cross



Mastercross

STELLA
INTERNATIONAL

Stella Electronic
Spielgeräte GmbH
Borsigstr. 26
D-32294 Lübbecke
Phone (5741) 400 70
Fax 9 01 75

Taito's *Lucky Carnival* is one of these, it's a game that could work well anywhere, and which created a lot of interest in London. *Lucky Carnival*'s an impressive looking, but simple game in which the player shoots at prizes on a moving turntable with the big barrel shaped cannon, but at the same time must not hit the "critters".

A big, three station piece that's hard to walk past, *Lucky Carnival* is a real attention grabber and it has shown it can earn top money.

Jaleco's *Alien Command* is another Japanese made game that is ideal for redemption and capable of big collections.

In this one the players (2) shoot laser guns at UFO's that are plucking good guy astronauts. The object is to shoot the UFO so that it will drop the astronaut that it has previously plucked.

While all this is going on there's an alien, boss guy on the TV screen that keeps taunting players, but they can also be tickled up by the player shooting at the TV screen. *Alien Command* is another good and simple game that should have universal appeal.

Captain Zodiac, *Captain Flag*, *Basket Bull*, were other Japanese made redemption games on show that were subject to a lot of interest. American manufacturers of redemption games were not present in numbers.

The Spanish built Caramball miniature Air Hockey table which debuted at AETI and IMA



TABLE GAMES

Pool, Air Hockey and Table Soccer (Foosball) are all extremely popular in Europe and were on display in large numbers at AETI.

A lot of the Pool tables in the UK are not coin-op though there is a move of some significance in some areas towards the American tables (Valley) and the big American size balls.

There's also a move towards full size Snooker tables, but this is limited because of the space they take up.

Air Hockey table manufacturers are obviously looking to expand their horizons. Several smaller tables were on display down to the 4'6" *Caramball* from Spain. *Caramball* is a miniature Air Hockey table that is completely enclosed and played with two sliding handles at each end of the table and a couple of buttons. Unlike conventional Air Hockey it can be played by one player and its size makes it suitable for just about any location.

Caramball is also faster than Air Hockey and the general consensus was that the concept had a bright future.

We believe NSM are testing the machine with a view to re-engineering it to their satisfaction and manufacturing under license

Going in the other direction, Sega have released a bigger four player "Pair Match" Air Hockey table in Japan, but in most areas the space required would limit the bigger tables appeal.



SUMMIT MEETING

Another summit meeting was held at AETI between heads of JAMMA, AAMA, AMOA, Euromat, BACTA, NAMOA and several other interested parties.

Roger Withers, boss of BACTA chaired the meeting and though there was a lot of discussion, not a lot was resolved, though the fact that these bodies are sitting down and talking to each other is sufficient in itself.

One thing that was sorted out and which should prevent the constant clashing of major shows that we are seeing was the decision to register all trade shows throughout the world on one common register.

Once this is achieved there will be no excuse for the likes of what we've seen with AETI/IMA and JAMMA/AMOA.

WRAP UP

Going on size and attendance AETI must be considered a very successful event, but one disturbing factor is the increasing pessimism of operators, particularly those who have large dependence on video games.

It's to be hoped that as the year unfolds, this situation will correct itself with at least a couple of good games coming out.

BONDEAL
SALES INTERNATIONAL LTD

Congratulate



on their launch into the
International arena

AND REMIND READERS THAT FOR THE VERY BEST
SERVICE AND PRICES ON THE BEST IN
NEW AND USED GAMES..... **BONDEAL**
IS THE UNDISPUTED WORLD LEADER

JUST A FAX OR PHONE CALL AWAY

EVERYTHING YOU WANT IN PCB'S, PARTS AND VIDEO GAME COMPONENTS

BONDEAL
SALES INTERNATIONAL LTD



FAX: 852 428 1533

UNIT 1512-1517, 15F, METROPLAZA TOWER 1, KWAI FONG, HONG KONG
FAX: 852 428 1533

PHONE: 852 487 9089

Australian Government Legislates for Video Game Classification

Australia is the first country to see it's Government step into the "Violence in Video Games" issue and legislate to restrict the sale and usage of video games.

The legislation brings in a rating system similar to that used in the movies and though it only bans the sale or use of games that are really over the edge, it does, in the case of coin operated games, put considerable responsibility on the games operator.

It's been decided that all games played in amusement centres will have to be classified and clearly labelled for appropriate age groups. The press release issued by the federal Attorney-General said, somewhat ominously, "*Materials available in arcades will be more restricted than that available for sale and hire.*"

The classification categories approved by the ministers and released by the OFLC (Office of Film and Literature Classification) are as follows:

- G - recommended for all ages
- G8 - recommended for children 8 and over
- M - for mature audiences, recommended for persons 15 years and over
- MA - restricted to those aged 15 years and over; not available in arcades
- R - restricted to those aged 18 and over.

There will also be a category called "refused classi-

fication" for material which the government considers too *"strong to be sold, hired, exhibited, displayed, or advertised"*. In other words, this material would be banned.

The addition of the G8 rating to that which was previously proposed shows the Censors Department are particularly concerned with the material available to young children. And the MA category, which was also not among the ratings discussed by the Chief Censor, David Haines, could be a concern to operators.

Unlike the M rating which is a recommendation only, the MA category restricts games to those players aged 15 and over. As amusement centres attract a lot of players under the age of 15, it seems the government has decided to ban these games from being operated in arcades.

In their draft "Guidelines for the Classification of Computer Games" the OFLC does mention an alternative - that games restricted to those over 15 (MA category) or over 18 (R category) should be in restricted areas of an amusement centre. Not a very practical suggestion, especially when you consider that 15 year olds don't have much in the way of ID.

While it may sound rather worrying, it is not until the government comes up with firm guidelines for their categories that we will know what games will fall under

the MA category. On the positive side is the fact that David Haines stated in September last year, that he did not consider it necessary to restrict any arcade games that were currently available.

All new games entering Australia will have to be submitted to the OFLC for classification and they are now circulating their draft guidelines which should give operators some idea of the type of games which should fall into each of the different categories. A brief summary of the OFLC categories appears below:

GENERAL (G)

(All Ages)- Suitable for the youngest child and should not require parental supervision.

GENERAL (G8)

(Recommended for 8 Years and over) - Material which falls into this category would contain elements which might disturb or distress very young children, including depictions of unrealistic or stylised violence and mild horror or frightening fantasy characters or situations.

MATURE (M)

(Recommended for 15 Years and over) - Game elements which might warrant this label would include: depictions of realistic violence of low intensity (e.g. punches, kicks, blows to realistic animated characters or real-life images); supernatural or horror scenarios and mild sexual allusions.

MATURE (MA)

(Restricted to 15 Years and Over) - Games with the following elements will probably find themselves rated MA: depictions of realistic violence of medium intensity (e.g. punches, kicks, blows and bloodshed to realistic animated characters or real-life images); graphic su-

pernatural or horror scenarios, strong sexual allusions, use of coarse language. Operators will have to hope that fighting games don't come under this category because the MA rating will make it illegal for anyone under 15 years of age to play them.

RESTRICTED (R)

(Restricted to 18 Years and Over) - Anything containing nudity including genitalia or simulated depictions of sexual acts between consenting adults and mild non-violent fetishes will attract the R-rating, limiting the machines' use to venues like hotels where only adults are present.

REFUSED

CLASSIFICATION (RC)

Games which are refused classification are effectively banned. Material with any of the following will come under this category: detailed or relished acts of extreme violence or cruelty; sexual violence or rape; child sexual abuse, bestiality, sexual acts accompanied by offensive fetishes or exploitative incest fantasies; detailed instruction or encouragement in crime, violence or the abuse of drugs; and anything which is likely to condone or promote ethnic, racial or religious hatred.

Probably the biggest problem in the legislation for coin game operators is the MA category but it really depends on what games end up attracting this rating.

Australian operators are generally unimpressed with any new regulations imposed on the Industry and view censorship as the worst form of regulation, so needless to say, don't like having the dubious honour of being the first country to have legislation introduced on video game violence.

**Serving the world's
coin-op and billiards needs
for over 60 years**



As representatives of all major manufacturers, we can accommodate all your needs for coin-op amusement equipment (new and used), spare parts, vending equipment, billiard supplies, and a full line of redemption products. We maintain over 30,000 square feet of used equipment and offer reconditioning that is unparalleled in the industry.

Call or fax Joseph Migueles, George Montalvo, or Carlos Molina for more information.



BETSON / IMPERIAL EXPORT

303 PATERSON PLANK ROAD
CARLSTADT, N.J. U.S.A. 07072-2307
Phone (201) 438-1300 Fax (201) 438-1811

JOE MIGUELES - (Ext. 374)
CARLOS MOLINA - (Ext. 373)

IMPERIAL INTERNATIONAL

1270 VALLEY BROOK AVENUE
LYNDHURST, N.J. U.S.A. 07071
Phone (201) 507-0936 Fax (201) 507-9181

GEORGE MONTALVO - (Ext. 19)

There's a lot more than Air in this Australian made Air Hockey Table



"We can't match the major manufacturers in quantity produced, but we sure as hell can in quality and innovation"

Gamemasters
Australia



In the Blue corner we have the huge manufacturers of Air Hockey Tables like Dynamo and Stella, and in the Red corner we have the relatively small Australian manufacturer, Gamemasters P/L.

Gamemasters is a Melbourne based company owned by Felix Sajn, Michael Cook and Paul Modica, all relatively young, but with a lot of experience in coin-op.

So lop sided is the contest mentioned above, that many would see it as a non-event, but not the Gamemasters team.

"We can't match the major manufacturers in quantity pro-

duced, but we sure as hell can in quality and innovation" company spokesman Paul Modica told Cash Box

"We'll back our tables to out perform any Air Hockey table on the market in both earnings and reliability" he added

Brave words, but it's obvious the words are well chosen and the speaker fervently believes what he says. And the company does have the form on the board to back up their claims, they clearly dominate the Australian market and have been inundated with enquiries from foreign countries from operators who have become aware of their product.

To date Gamemasters have resisted foreign approaches, as they were battling to keep up with the demand in the local market and were content to take

their time, but they feel the time is ripe to now get into the export market.

The Australian dollar, at approximately 67 cents to the US dollar makes the pricing of their products very attractive to the world market and their recent

move into larger premises gives them the manufacturing capacity to accept foreign orders.

Gamemasters are to our knowledge the first makers of Air Hockey tables to incorporate a speech module in the electronics and this has proven a tremendously popular innovation in Australia.

The speech module can be programmed to suit any area, or even individually for any location.

At recent Trade Shows in Surfers Paradise and Adelaide the company displayed tables in each of the area's football teams colours and with the voice module programmed to cheer the local team on when a goal was scored, the result was another full order book as operators took to the concept 100%.

The company has recently completed a new redemption game titled "The Hustler" and are currently working on several other projects and though they are now accepting foreign orders they would prefer to market their products through distributors

Any distributors looking for some good extra lines, could do a whole lot worse than talk to this up and coming company.

Phone +613 471 0410

MONDIAL INTERNATIONAL CORP.



661 Hillside Road
Pelham Manor, NY 10803
Tel: (914) 738-7411
Fax: (914) 738-7521



Pinball Specials

Street Fighter	\$ 1,895
Tee'd Off	\$ 2,399
Star Trek (used)	\$ 1,499
Tales From Crypt	Call

Video Specials

Super Street Fighter Kit	\$ 1,799
Neo Geo 2 Select 25"	\$ 1,495
Air Combat (new)	\$12,500
Outrunner (new)	\$ 9,995
Martial Champion Kit	\$ 699

For all your coin-op needs, **We handle the world!**

OUR DIRECT LINES:

- Arachnid
- Konami
- Atari
- Namco
- American Laser
- Nintendo
- Capcom
- SNK
- Data East
- Sega
- Fabtek
- Taito
- Gottlieb/Premier
- Dynamo
- Jaleco
- And many more!



WE CARRY:

• Video Games	• Juke Boxes
• Pinball Machines	• Vending
• Redemption	• Virtual Reality
• Kiddie Rides	• Dart Machines
• Pool Tables	• Cranes

If it uses a coin, MONDIAL has it available!

There has to be some doubt about the sanity of idiots such as this writer who left a beautiful Sydney summer to toddle up to Frankfurt in the middle of their bleak winter for an amusement machine show.

But toddle up we did and visited one of the best laid out and presented exhibitions ever seen in this industry.

There's no doubt that the exhibitors at IMA, particularly the big four, spend more per square metre on displaying their products than those at any other event of this kind

Covering two floors of one of the giant halls at the Frankfurt Fairground, the IMA show attracted large numbers of visitors from the surrounding European countries and picked up a lot of international visitors who took in both AETI and IMA although the dates for the events partially clashed.

IMA is a huge show, but is completely dominated by AWP's and to a lesser extent, Pool tables. Apart from Pinballs, the amuse-

ment game side of coin-op in Europe must be in a pretty sorry state as quite a few games that were exhibited in London were not shown at IMA.

Very noticeably absent were the big dedicated video games, where AETI was a mass of Ridge Racers in every possible configuration, there was only the one single machine at IMA and very little else in that line.

German operators complain that they are being taxed out of existence and it seems sure that their complaints are well founded, the situation in Germany, formerly so strong in coin-op looks to be critical, and this showed out at IMA '94.

KIDDIE RIDES

Kiddie Rides are an area where there's a new direction being taken by the NSM subsidiary, EMT.

EMT are producing a range of Kiddie Rides under license to some of the best known names in the world. They have picked up a



Nova displayed this big sound capsule with the Williams Pinball, Star Trek. It's basically a playing stand with stereo sound and though it provides a great effect, it's probably too big and cumbersome for most



couple of Disney characters, the Mercedes Benz Sports, Lufthansa Airlines, Asterix and several others and have virtually stolen a march on the market that is still basically locked into the same old generic themes.

Though the licensing adds around 15% to the cost of the finished Kiddie Ride EMT sees it as a cheap price to pay for such well known and easily identifiable brand names, plus the added bonus that these licensed rides cannot be legally copied.



Unlike a lot of manufacturers, EMT don't get into price wars. They are comfortable with the fact that their machines are considerably dearer than most, but insist that buyers get full value for their money with all EMT games being made of components that are individually tested and approved by safety standards authorities and their completed machines being totally acceptable to the European and American standards authorities.

Weighed against the exclusivity of themes and approved standards, the little extra in purchase price would appear to be money well spent.

TABLE GAMES

Pool and Snooker were big items at IMA with countless displays of tables and most stands holding continual exhibitions by professional players and trick shot artists.

With Eastern European countries snapping up a lot of used tables, competition amongst table manufacturers for sales of new replacement tables is quite fierce and operators were noticed taking full advantage of some excellent deals being offered.

At IMA, EMT chief Ulrich Kunnecke clinches a deal with Australia's George Campbell for Australian distribution of the EMT kiddie rides.

Business in this area appeared to be very positive and one manufacturer told us that if half the business he'd written came to full fruition, he was set for the year.

MUSIC

Though there was little in the way of new product, business in music also seemed to be encouraging at the NSM and Wurlitzer stands which carried the bulk of the music product.

The talk of future products related to coin-op music all centred around CD ROM and it's likely that we'll see a move into this medium in the near future, an interesting angle to this was that the point was constantly made that the new CD ROM products under development would not affect the CD Jukebox market.

"It's a completely different product" were the words we kept hearing, without any further explanation.

REDEMPTION

Like the UK, Germany and several other European countries have the AWP's to contend with in relation to redemption, so it's not surprising that there is no where near the interest in this area that there is in the USA and Japan, but there is a move being made towards prize redemption in arcades that could strengthen over coming months.

Arcade operators realise they have to do something to ar-

Visitors at IMA could watch professional cuemen (and women) demonstrate their skills on all size tables at several different stands



rest the decline in custom and are looking at redemption as a possible saviour, though at this point there doesn't appear to be a lot of confidence in it.

DARTS

What is a strong sector in Germany is electronic darts. Started a couple of years ago with a tie-up between Valley Recreation and NSM/Lowen SPORT, darts has grown to where it commands a large share of the coin-op market in Germany. NSM/Valley have placed over 60,000 units since start up and there are now many other companies also selling large numbers.

The leagues are strong, income is at very acceptable levels and the common belief is that there is still plenty of room for expansion in this field.

AWP's

We didn't do a count, but there must have been thousands of AWP (Amusement with Prizes) games on show at IMA and just from the sheer numbers of machines displayed, the impression was there that this side of the industry is healthy. From everything we hear however, that's a long way from being fact and the way we understand the situation, the AWP sector is the most troubled in Germany.

Still, with all the problems in Europe, IMA was a pretty positive event that should assist the industry pick itself up.

3DO REAL IS HERE

Seldom does a start up company, no matter how "blue blooded" are the partners, get the press coverage that the alliance of the 'big 7' got when they joined to form 3DO. The hype that surrounded the formation of 3DO at time of birth was such that few believed it could deliver.....it has, the much awaited 3DO REAL is here.

3DO, a company that will never make a box or write a line of software is positioning itself to have a profound influence over the video games industry.

The company is an impressive alliance of, Matsushita (Panasonic), Time Warner, AT&T, Electronic Arts, MCA, New Technologies Group and a venture capital firm.

In case you haven't noticed, this brings together the world's largest consumer electronics manufacturer, the world's biggest telecommunications company, the film libraries of Warners and Universal, Time-Life books, Time Warner's US cable network and the leading manufacturer of home video games. That's muscle.

3DO are the creators, through the New Technologies Group, of the *3DO REAL Interactive Multiplayer*, brainchild of Electronic Arts boss, Trip Hawkins.

The company is unique in that all it does is establish the standards and technology of the 3DO system, and make it available to the partner companies.....and any other interested party under license.

Everybody gets the same deal, the partners pay exactly the same as outsiders, and somewhat surprisingly, software licenses are relatively inexpensive and hardware licenses are free.

There were many who thought Hawkins was having a lend of himself when he proposed 3DO, but he put it together and the product is now on the market in the USA and blowing game players away with its brilliance.

This is not just another video game company, 3DO see themselves as establishing another form of media, and who would argue against such an array of corporate wealth and talent.

Well Sega do, and so do Nintendo, but 3DO shrug them off as "yesterday's people", claiming they (3DO) will redefine the term 'multimedia' with their product and leave the purely video game making companies in their wake.

The reason for their confidence is in what *3DO REAL Interactive Multiplayer* can do, and it surely is an impressive list.

Depending on what CD you pop into the machine, you can;

- Listen to the latest CD
- Watch a music video
- Look at photo CD's
- Watch movies (when movies are soon compressed onto CD)
- Play video games with a far greater level of realism than most arcade games.
- Fly a Stealth Bomber or ski the Alps with cinematic realism (simulated)
- Put on a VR helmet and get into VR games and other experiences
- Play a part in an interactive movie
- Learn from interactive educational CD's
- Go on-line and have a simulated contest with someone on the other side of the world.
- Connect to on-line data bases

There are virtually no limits to what the 3DO machine will do, and if there is, these will soon be accommodated with add-ons.

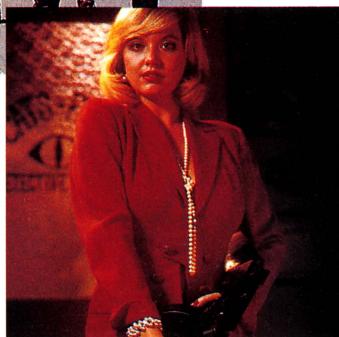
It's a Hell of a machine and despite its price, consumers in the USA have given the system a resounding vote of approval that must augur well for the future.

The Panasonic
3DO REAL
Interactive
Multiplayer.
\$US699 worth of
high tech magic
that has the power
to affect the video
side of coin-op,
more than any
other device yet
created





American Laser Games are developing both Mad Dog McCree and Johnny Rock for the 3DO system



The hardware is priced at \$US699 and comes with one brilliant CD game from Crystal Dynamics titled *Crash 'n Burn*

Douglass Arnold a noted game reviewer writes;

"I've played over 1000 16 bit games, Crash 'n Burn blows every single one of them away....far away. I play the arcades and my favourite all time games are Virtua Racing and Race Drivin'"

"Crash 'n Burn has far better graphics than Virtua Racing and has 30 tracks to choose from (instead of VR's 3). Crash 'n Burn is hands down, the best driving game I've ever played, it's so realistic, you forget it's a game."

That's pretty heavy stuff for a first game, but when we put it alongside the fact that over 400 companies have taken up licenses to produce software for the 3DO system, it gets almost awesome.

Within three months of the systems release over 30 titles were available or becoming available on set dates.

Sega, Nintendo, and several other players in the field don't believe the 3DO will make any impression on the market, saying that it's far too expensive, and many would argue that they are in the ideal position to adjudge this type of thing, but in all their comments on the 3DO, all of these critics talk of this machine as simply a high priced game console, when in reality, it's much more than that.

Are the Sega's and Nintendo's missing the point?

3DO's Chief Technology officer, Rick Tompane explains it this way, "It's not a game box, if we'd wanted to make a game box we could have done it like everyone else and made it to sell at \$100. 3DO won't be just games, though it will do games better than any other system, it will be the whole lot, a genuine family entertainment centre with

music, videos, education titles, reference works, entertainment, simulationsand as mentioned earlier, the very best in games"

That's the big difference says Trip Hawkins, "3DO is a medium, not just video games"

Several knowledgeable observers believe critics like Sega and Nintendo are missing the point of 3DO, or failing to accept it.

There is considerable evidence that the two market leaders in home video games *really believe* they are the only companies that have the answers in relation to home games. It's very hard for them to believe they could possibly be upstaged.

Sega's arrogance would probably make it impossible for them to accept that a system such as 3DO could be a success when their much inferior CD unit has basically failed in the market, but whether they believe it or not, indications are, that they may have pulled the wrong lever on this one.

3DO looks likely to have a marked effect in the area of multimedia and this is where home video games are heading. And if 3DO can continue to create games as good as the first game, *Crash 'n Burn*, it seems likely that not only will they have an effect on the Sega's and Nintendo's of this world, but also the coin operators of video games.

There's a lot of information that suggests 3DO has the power to genuinely affect coin-op video much more than anything previously created.

ARE NINTENDO LOSING THE PLOT IN HOME VIDEO ?

They haven't exactly done the "Prince to Pauper" trick, but seldom has there been a loss of market seen to equal that of Nintendo's in the home video arena.

Nintendo were considered almost invincible as little as a year or so ago, but now lag behind Sega in all markets other than Japan where they have retailers locked in.

As bad as that may be, observers in the industry who have been expecting Nintendo to do something to regain their lost market share, are now starting to wonder if Nintendo has lost the plot, for the company seemingly dithers along in its very conservative manner with its only apparent hope being the MPEG (full motion video) chip that Sony are developing in conjunction with their CD-XA technology.

This 'wonder chip' will be incorporated in a Nintendo friendly unit called the "Play Station", which could still be 12 months away, but Bill White, Nintendo's director of marketing in the USA, who scoffs at 3DO and its price will be looking to market this unit at over \$US 400.

The problem here is that they will have given 3DO over 12 months start in the market and everything points to 3DO being under \$US500 by that time.

The other concerning factor about Nintendo is their apparent belief that there is only one market, that of youngsters under twelve, but in reality there are two distinct markets, the dying market of under twelves with their 8-bit machines and somewhat unfortunately for coin-op, the strong market in home video, the growing market, which has players of an average age just under twenty.

These are the buyers that will be moving into 3DO and to a lesser extent Atari's "Jaguar" system, and the Sega CD unit, but Nintendo don't recognise the market.

It's a short fall from the top.

IT'S PLAYTiMC DOWN UNDER

One of the biggest assets Australia has in respect to coin-op is that the Japanese multinationals have deemed the market too small for them to attack.

Unlike most civilised parts of the world, you won't find a Sega or Namco arcade in Australia at this time anyway. The US chain "Tilt" has a couple of outlets, but no Japanese manufacturers are present.

This has given Australia's larger operators the opportunity to expand and consolidate those expansions without having to look over their shoulders and what is considered the best chain of arcades in Australia, Playtime, have done just that with selective choice of locations and utilisation of the very best in equipment.

As in other parts of the world, those with access to equipment are the best suited to set up and operate high volume arcades in major city locations

As with the decor, no expense has been spared in loading High Point with the very best in equipment, most of the big, linked driving games are in banks of eight laid out in an appealing manner with plenty of space around them

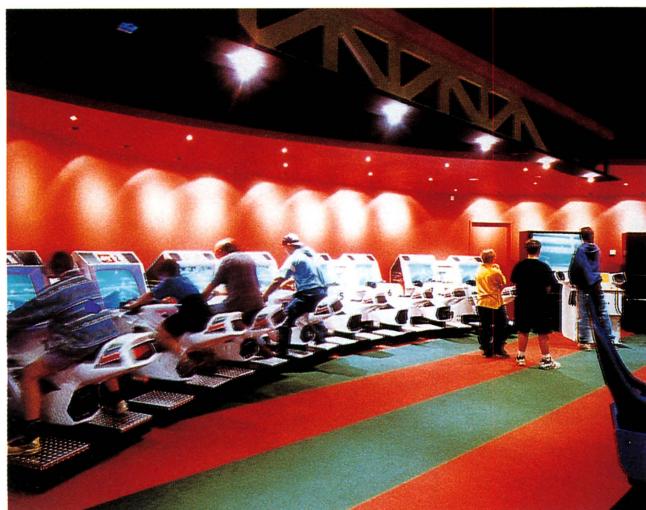


so it will come as no surprise to learn that the Playtime Arcade chain is a joint operation of two of the largest distributors in Australia, A Hankin & Co and the Brisbane based Associated Leisure.

A Hankin & Co commissioned the latest addition to the chain in Melbourne's High Point Mall and it has met with the highest acclaim in overall design, decor, attractions and equipment installed.

Melbourne is Australia's second largest city in the southern state of Victoria and with the establishment of the Playtime at High Point Mall can boast Australia's finest arcade, as it sets a standard that few will match.

A lot of this must come down to the fact that Hankins have basically been working on this project for almost the three years since the huge Mall was readied for construction.



The Rock-Ola "Rocket" and Seeburg's "Blast" are smaller again than the CD 51, but where the Rowe and Seeburg machines have cut down disc capacity, the Rocket holds the full 100 discs and is really a full blown CD Juke in a smaller, compact cabinet.

To try and hold the edge in the American market that they have, Rowe has introduced a Karaoke system to compliment the LaserStar range, but with Karaoke changing direction away from bars and taverns towards "Karaoke Boxes" which require more sophisticated

equipment, the big US company may have left this move a bit late for it to have any marked effect on their Jukebox sales.

The bastion of Karaoke has always been Japan and it's reported that many Karaoke bars have been forced to close their doors or at best, point their businesses in different directions over the latter half of last year and into this year as the "Boxes" have taken hold. (see box this page)

There is some expectation of Rowe putting something new into the market this northern summer, but no details are known yet.

The German company NSM have turned to customising their range of wallboxes, in tune with the growing trend towards the customisation of locations, and have also released the beautiful "Nostalgia Gold"

Anyone into nostalgia would be attracted to this machine and despite

The very colourful Wurlitzer "Las Vegas" is a full 100 CD machine with specifications similar to New York NY



Roc-Ola have created a lot of interest with their "Rocket" since its release at AMOA.

the number of nostalgia models on the market, NSM apparently had full order books many months before the "Gold" was released.

Wurlitzer have chosen to bring out a new model of their New York NY, named the Las Vegas, the new model is basically the New York with a face lift and as such is hard to see having any great impact on the market at this time.



KARAOKE REACHES NEW HEIGHTS IN JAPAN AS IT MOVES OUT OF BARS INTO SPECIALISED BOXES.

Since its inception Karaoke has been incredibly popular in Japan, and even as the Karaoke Bar type establishment goes into decline, a newer form of Karaoke entertainment goes into overdrive.

Called the Karaoke Box, this latest innovation sees establishments set up with private Karaoke rooms which can accommodate private parties of between 10 and 20 enthusiasts. The rooms are hired, normally by the hour and attract quite

incredible numbers of patrons. The concept of "Karaoke Boxes" has actually been in operation in Japan for some time, but is apparently gaining real popularity now.

The growth of the "Box" market has seen a demand for more sophisticated equipment and there are now Karaoke systems on the market that hold 5000 to 8000 songs and can service large numbers of "Boxes" from the one central source.

This has tended to make the single Karaoke unit somewhat irrelevant in the overall scheme of things.

Whether the Karaoke Box can prove popular in other countries than Japan is not yet known, but some indication may come from the Club La Dor, the San Francisco operation that is the first reported Karaoke Box establishment outside of Japan, it rents the "Boxes" out at around \$200 a five hour session and at time of writing was apparently doing good business.

Gottlieb

ELECTRONICS PTY LTD

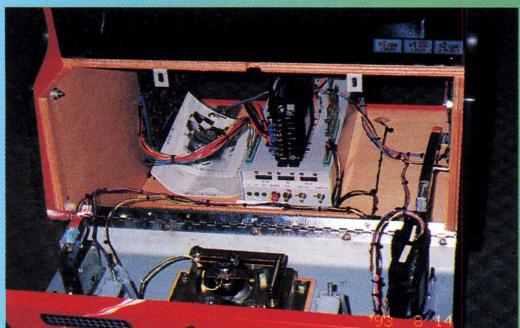
HEAD OFFICE, FACTORY & SHOWROOMS
440-442 Punchbowl Road, Belmore
NSW 2192 Australia
POSTAL ADDRESS:
PO Box 273, Belmore NSW 2192 Australia
PHONE: +612 750 0444 FAX: +612 740 5792

CABINET

Fully Laminated with Front and Side Decals
Concealed Cash Box
Air Flow Ventilation
Easy Service access
6 mm Tinted Glass
Special Locking
Easy Release Front Panel



Challenger IV, rear door open (above)
Front panel open (below) showing
easy front and rear service access



Challenger IV 26" Cockpits

CONTROLS

New reinforced and protected Steering Assembly with small racing drivers steering wheel

Special sturdy Brake pedals and Gear control

FEATURES

Mars MEIII Coin Mechanism

Triple Credit PCB

Anti Sparking Device

Gottlieb's unique Distribution Box

MCA Buttons

Fully Linkable Headrest Speakers

THE ULTIMATE DRIVING EXPERIENCE

GAMES AVAILABLE IN CHALLENGER IV CABINETS

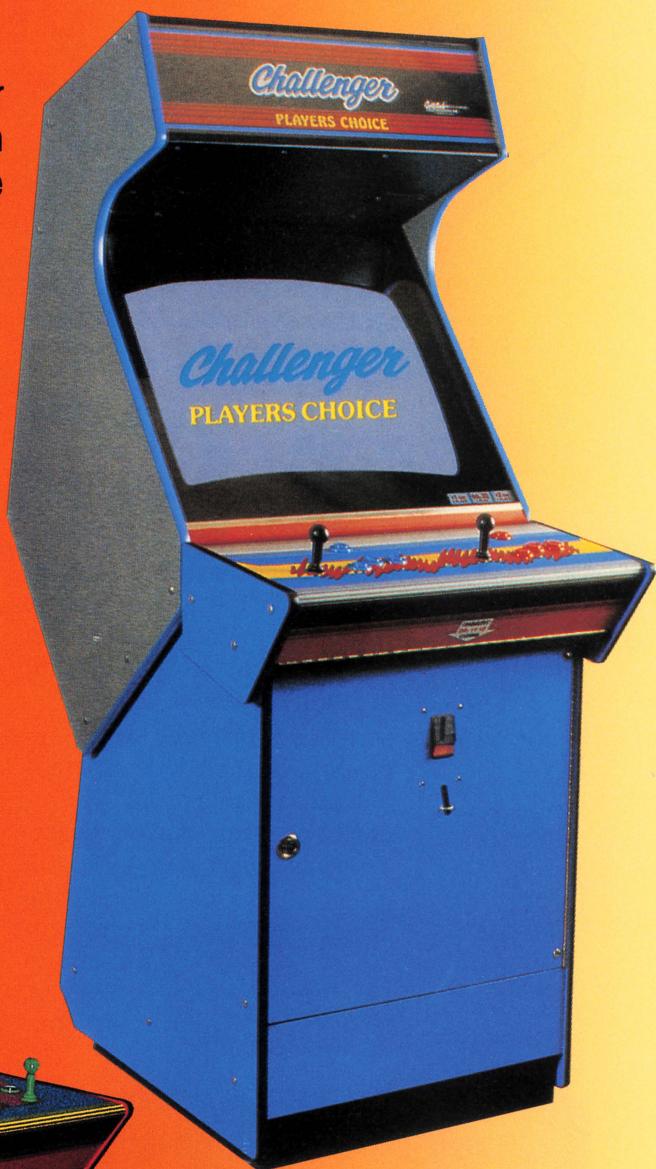
Single: WORLD RALLY

Twin: VIRTUA RACING, FINAL LAP 3, OUTRUNNERS

Challenger II

26" Upright

The Challenger 26" is the most popular cabinet on the market today. Available with Kortek or Nanao monitor and carries all the Gottlieb features



Challenger III

50" Collosus

The Giant Collosus leads the way in big screen video games, optional TV or Video. This unit sets the pace in forward planning

**WHEN ONLY THE BEST
WILL DO..... CONTACT**

Gottlieb
ELECTRONICS PTY LTD



ROLDDOWNS KEEP ON ROLLING

The world of amusement games is one where hi tech rules, where innovation is generally seen as the answer to everything, yet in redemption games, it's the old and simple concepts that prove the most successful over a long period.

"*Keep it simple, Alice*" appears to be the key to good redemption games and US redemption game maker, Lazer-Tron, obviously abide by it with

their fine array of rolldown games, that con-

tinue to be around the top of most redemption game buyers shopping list.

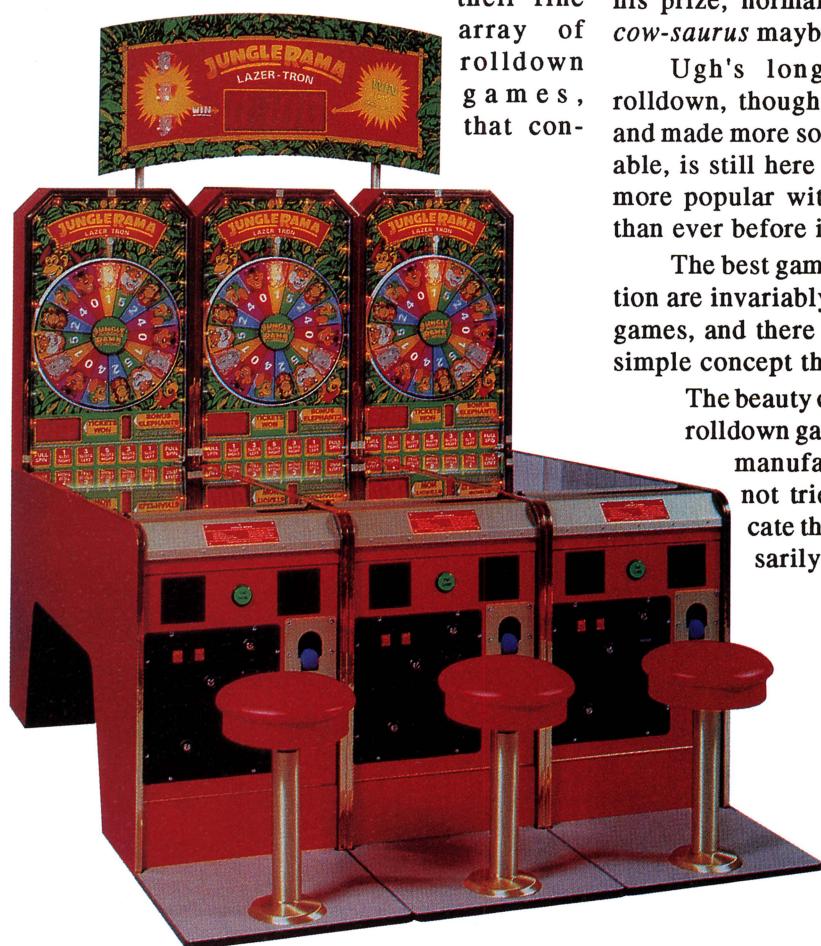
The concept of rolldown is older than the wheel, we have it on reliable information that a caveman called Ugh, from downtown Jurassic City used to roll boulders down a hill at his enemy's caves as early as 6004 BC while dinosaurs looked on.

Ugh would only play this game when the caves were occupied and when he got one in the slot and blocked the entry to a cave, he'd go down and claim his prize, normally a cow (or *cow-saurus* maybe?).

Ugh's long gone, but rolldown, though scaled down and made more socially acceptable, is still here and probably more popular with the masses than ever before in history.

The best games in redemption are invariably the simplest games, and there is not a more simple concept than rolldown.

The beauty of the US built rolldown games is that the manufacturers have not tried to complicate things unnecessarily.



Though they've added a few electronic 'bells and whistles' over the years, they've retained the games key feature, it's simplicity.

To get variation, they introduce new themes, but no matter how they dress the game up, that wonderful simplicity that keeps patrons of all ages dropping coins, remains.

Redemption today is probably as strong as any other sector of the Industry, it's strongest by far in the USA, but the concept of redemption is now moving into other markets at an ever increasing rate.

Though Japan are making inroads in the market and the UK has a reasonably healthy manufacturing sector, the USA is by far the most prolific manufacturer of redemption games.

It's unfortunate for buyers in other countries that by the time US built games are imported, with duties paid, and the importers handling charges, the prices escalate enormously by the time the product gets to the operator, but in all but the very worst cases, good redemption games will still prove profitable over their long life span.

In the future, American companies like Lazer-Tron will surely come up with some new and exciting redemption games, the only limit to game design these days is man's imagination, but no matter what comes up, the American made rolldown games are sure to remain one of the most profitable and long lasting.

MOTHERS IMPORTS

SUPPLIER OF THE LATEST VIDEO GAME BOARDS & PINBALLS



Buy Your Games The Right Way By Buying From

Matthew Garforth

*Give us a Ring
for the Very Best Games
at the Very Best Prices*

PCB'S OUR SPECIALITY!

FOR THE BEST GAMES AT THE BEST PRICES

Johnathan Wells

IS READY AND ABLE TO SERVE YOUR NEEDS

Phone: In Australia- (02) 918 3342 or 018 865 989
International- +612 918 3342 (Phone or Fax)

Games & General Product Section

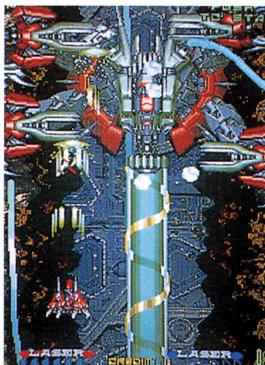
Gunlock Taito

As shooting games go, this is not a bad sort of game, and should be reasonably priced.

The name, Gunlock stems from the games main feature which is a "Lock on Laser" that enables players to lock on to a screen full of baddies and blow them away without any fear of retaliation in that particular sequence. This keeps you in what is a very fast moving game that looks good, has good sound and is good to play.

There are seven frames of varying difficulty incorporating air battles and ground attacks, and each ends with the "Boss character" popping up, and this guy has to be got rid of before the player can progress.

The object of the game? Nothing less than to save the jolly old world, what else? Gunlock is reported to have tested a touch above average for shooting games.



Marbella Vice Picmatic



This is a Mad Dog McCree type Laser game made by the Spanish company Picmatic and is a similar theme to American Laser's Crime Patrol.

There are four plots within the main theme and all offer the players a bit of action with plenty of humour intermixed. There's all the necessary ingredients for a good story line, gang bosses, gangsters, moles, stupid underlings, etc, and they are all tossed in to a couple of exotic locations to make up a pretty fair game that shouldn't have any real problems relating to violence.

The film sequences were put together by noted Spanish film director, Alex de La Inglesia and they show a touch of professionalism that the earlier games in this series lacked. Seems no good reason why it won't earn reasonably well in most arcade situations on the big screen, and the smaller, upright version will probably do all right in good street locations.

Popeye Bally Midway

To our uneducated eyes there appears to be a bit of a problem with this theme. The way we see it, Popeye is a little kids theme and little kids don't play Pinball, so it's a bit hard to see the reasoning behind licensing a theme like this for a Pinball game.

Anyway on to the game and when you first step up to Popeye, first impressions are reasonably good, it's not an over busy playfield yet there seems to be a fair bit in it.

However first impressions didn't last with this player, the game is slow, almost pedestrian compared to the better Bally games and we came away after a couple of plays wondering if something vital had been missed.

We spoke to operators who had also played the game (IMA Show in Frankfurt) to try and get a better overview, but most were of the same opinion, that the game was only average and certainly not in the top bracket.

We'll be interested to see how paying players take to this one over the next few months, but at this stage it would appear that Popeye is going to do it a bit tough.

The full title of the game is Popeye Saves The Earth, but unless we've missed something, someone may have to save old Popeye.



Start subscribing to *Cash Box International* today.

SUBSCRIPTION COSTS

for one year (12 issues)

Zone 1

Asia and South Pacific US\$100

Zone 2

North and South America, Canada ... US\$110

Zone 3

Europe and CIS US\$120

- the magazine that tells it like it is!

It's easy! Just fill out one of the cards below and send it to us along with your payment.

We accept cheques and the following credit cards: American Express, Visa and Master Card.

Phone: +61 2 545 0010

Fax: +61 2 521 1437



SUBSCRIPTION

Name: _____

Company: _____

Street: _____

City: _____ Post Code: _____

Country: _____

Phone: _____ Fax: _____

Please circle the description that best applies to you. I am primarily a: Street Operator; Arcade Operator; Manufacturer; Distributor; Other _____

I am from: Zone 1 (US\$115) Zone 2 (US\$125) Zone 3 (US\$135)

I wish to pay by: Cheque Credit Card

If paying by credit card: Please charge my Amex Card Visa Master Card

Card Name: _____ Expiration Date: _____

Card No: _____

Signature: _____ Date: _____



SUBSCRIPTION

Name: _____

Company: _____

Street: _____

City: _____ Post Code: _____

Country: _____

Phone: _____ Fax: _____

Please circle the description that best applies to you. I am primarily a: Street Operator; Arcade Operator; Manufacturer; Distributor; Other _____

I am from: Zone 1 (US\$115) Zone 2 (US\$125) Zone 3 (US\$135)

I wish to pay by: Cheque Credit Card

If paying by credit card: Please charge my Amex Card Visa Master Card

Card Name: _____ Expiration Date: _____

Card No: _____

Signature: _____ Date: _____

Start subscribing to *Cash Box International* today.

SUBSCRIPTION COSTS

for one year (12 issues)

Zone 1

Asia and South Pacific US\$100

Zone 2

North and South America, Canada ... US\$110

Zone 3

Europe and CIS US\$120

- the magazine that tells it like it is!

It's easy! Just fill out one of the cards below and send it to us along with your payment.

We accept cheques and the following credit cards: American Express, Visa and Master Card.

Phone: +61 2 545 0010

Fax: +61 2 521 1437

PLACE
STAMP
HERE

**CASH BOX MAGAZINE
P.O. BOX 480,
SUTHERLAND
NSW 2232
AUSTRALIA**

PLACE
STAMP
HERE

**CASH BOX MAGAZINE
P.O. BOX 480,
SUTHERLAND
NSW 2232
AUSTRALIA**

World Challenge Soccer

Premier Technology

Cruise around the taverns and bars of Europe, South America and a lot of other places in this world in five years time and they'll still be playing World Challenge Soccer. The simplicity of the game and the timelessness of the theme ensure a long and healthy life for Premier Technology's latest offering, the first game in their new ProGame Series of Pinballs.

Those who are familiar with the classic Bally game Eight Ball will find a bit in World Challenge Soccer that reminds them of that game, but this one still has plenty of its own originality. Though comparisons will be made between WCS and other games currently on the market, the Premier game has to be looked at in a different light, it's not a Tommy or a Star Trek, it's a classic sports game that will do pretty good business on almost any location, but *exceptional business on the right locations.....and do it for a long time.*

The playfield layout is very basic, could be considered bare on today's standards, but this adds to the game. The goal at the top of the playfield acts like a magnet to players as they pound away trying to score goals, but apart from when the goal is opened they can really get in off the top flipper.

The goal is also flanked by two good old fashioned banks of drop targets that add to the classic feel. Sound Dot Matrix, and artwork are great, rounding out a quite attractive package that will only surprise if it doesn't score big with players and operators alike. Though Premier were not expecting a great response from the USA, the game has apparently tested quite strong in that market, but it's in places like Europe, South America and South East Asia that the game will show its best.



Tommy

Data East Pinball Inc

Just how many Pinball players in the world relate to the theme Tommy right at this time is unknown, but it's certain that after they play a few games on this new Data East game, they'll soon become familiar with both the story line and the fantastic music from the hit play of the same name. Tommy of course is the deaf dumb and blind Pinball Wizard from the early 40's in war torn Britain, previously featured in a film, and on a Pinball, and now brought back to life in a brilliant stage play that has 'killed them' in the UK and on Broadway and which will soon be touring the world.

Data East have done a top job on this one, they've combined a good playfield with probably the best sound ever put into a Pinball game. The full 21 hit songs as sung by the Broadway cast members are in the incredible digital sound system that sounds like music from a top line Jukebox.

The game itself is also good, offering players just about all they could ask of a Pinball machine. The multi ball sequence is a beauty as when it comes into play by "smashing" the mirror, the flippers are covered over by the blenders, a new Data East innovation, making players have to play basically, without the aid of sight.

Ramps are first class, speed is good, the Dot Matrix sequences fit in well with the game, and there's something in the game for all types of players from the 'hit and hoper' to the most skilled.

Tommy has tested well in the US and Europe and as it has shown it can handle almost any type of location, would seem assured of being another successful game for Data East.

ECO Fighters

Capcom

If nothing else, ECO Fighters has an original theme and deserves to do well for that alone. However the game struggles a bit to get players involved and few expect the game to make a really big impression.

The theme surrounds a couple of young 'greenies', Ice P Moly and Neneh Moly plus a real bad guy in the shape of Kernel Goyolk. Now this bloke is the boss of the biggest space corporation in the Milky Way and he doesn't give a stuff for anyone or anything. He's also got the biggest private army in the universe so anything he wants, he takes and anything he wants to do, he does. If the environment is destroyed by what he does, so be it as far as he is concerned, all he's interested in are the dollars.

But our two heroes and the good Professor Moly have had a gutful of the Kernel and his ways so with the aid of two reconstructed fighting machines are out to put the breaks on Kernel Goyolk and save the environment along the way.

The fighting machines, if handled right can make things pretty hot for Kernels men, but in the hands of a fool (like this player) they can be quite ineffective. All in all it's not too bad, we don't expect it to be a high flier, but it should earn its keep in most situations and may even surprise

ECO has apparently opened strong in Japan.



Dungeons & Dragons

Capcom

Get a bunch of assorted warriors, a few weirdo beasties, a heap of baddies, a bit of magic, and a treasure chest or two, put them all together and you'll have Dungeons & Dragons, one of Capcoms latest offerings.

Taken from the board game, D&D video style has all the same characters that are so well known, same plot, same object, and it comes up OK. Once again we don't think it's a world beater, but it does have plenty of action, provides genuine four player interactive play and is considerably better than a lot of which is on the market at this time.



Whether it's a commercial proposition or not, we don't really know at this time, but it's certainly worth watching for a while.

CBI
Games &
General Product
Section

Under Fire

Taito

Taito have made some brilliant gun games in their time, but it's hard to see this one matching them. The game comes up good on screen and is basically all there, but the big cumbersome guns that seem so slow on todays standards destroys whatever chance the game had of grabbing players imagination.

The guns are apparently supposed to be a hand gun, but you need two hands for them after a short while. They have to be reloaded in a similar manner as Lethal Enforcers, and they are supposed to be quick fire automatics, Ha! you could almost have lunch between shots and they sound dreadfully tinny also.

We watched operators play the game in London and Frankfurt, where it was released and very few even finished the game they started, let alone have a second game.

The response seemed so poor that it wouldn't surprise if Taito pulled the game off the market and re-worked the guns as it doesn't appear likely to do much, the way it is.

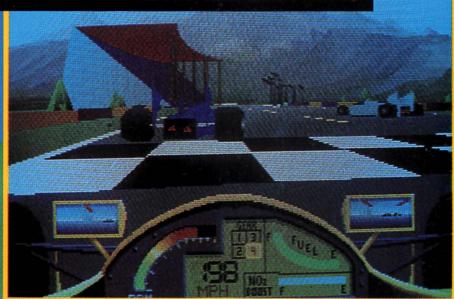
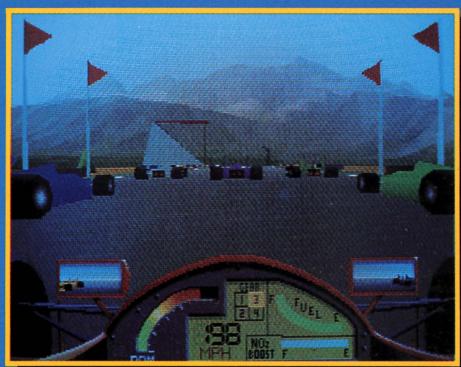
Apart from the guns, the game looks good, there's heaps of action, the normal good guys and gals mixed in with a very motley lot of baddies and both graphics and sound are fine.



The Perfect Formula for Fun and Profits!

DRIVERS EDGE

STRATA™



Exciting Indy-style racing!

Dazzling shaded polygons and

3D graphics

State-of-the-art Pentaphonic sound system!

Specially designed interactive cabinet!

Up to 8 cabinets can be linked

together for exciting head-to-head racing!

Selectable transmissions and race courses!

Strata Group, Inc.

1010 Winnetka Avenue Rolling Meadows, Illinois 60008
(708) 870-7006 (800) 262-0323 Fax (708) 870-0120

© Copyright 1993 Incredible Technologies, Inc. All rights reserved.

CBI

Games & General Product Section

Lady Killer

Mitchell Corp

Unlike some games which use the dolly birds to almost indecent advantage, *Lady Killer* is not likely to upset anyone other than those who say women shouldn't use their bodies in advertising. And as there's not much chance of any of them dropping coins operators have little to worry about.



The other thing this one has going for it is that there is a game in it and the games a lot of fun with little diver blokes diving for goodies and clearing the picture as they go. All pretty harmless, but on our reports out of Japan, *Lady Killer* is doing OK and we believe it will do some good business in all Asian markets

Fantasia



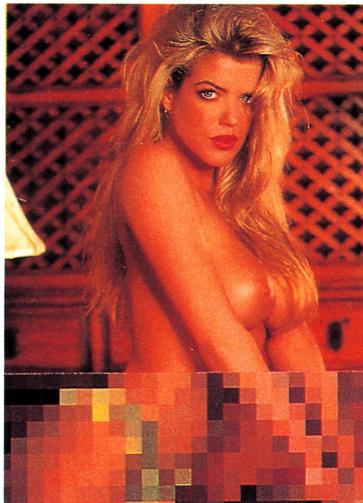
Zero Zone

Made by Comad
Two Player

The Korean company Comad don't appear to be even trying to camouflage these games, *Fantasia* (pictured) is a straight out 'peep show', and *Zero Zone* is almost porn. Both severely lack taste or do a great deal for culture in the populace.

The "game" in both of them is basically non-existent and as far as operating them goes, there's a chance you couldn't even place them in sleazy bars in some countries.

They probably serve some purpose in the general scheme of things, but we haven't quite worked out what it is yet. We'll pass



Taito

Challenge Hitter

Though the USA clearly leads the world in Redemption games a few Japanese companies are making inroads into the market and Taito is one of them. Taito, with Jaleco have been quite successful in linking video with mechanical games, and strangely the rest of the manufacturing world has basically left them to it, but if this game takes off the way it is expected to, that situation may soon alter.

A 1994 version of the old Baseball games of the fifties and earlier, *Challenge Hitter* has all the makings of a good and long earning game and assuming that a ticket dispenser (not used in Japan) can be fitted, it should do some great business in the Baseball countries like the USA.



Though the Video shots have no real bearing on the outcome of the game they genuinely add to the enjoyment of players and make playing the game attractive to players and passers by alike.

Nostalgia Gold

Made by NSM

We don't generally take a lot of notice of the 'blurbs' that manufacturers issue in relation to their products, but NSM's description of their new CD Jukebox, the *Nostalgia Gold*, which says "The perfect marriage of High Technology and Classic Craftsmanship" isn't all that far from the mark.

This is indeed a beautiful machine in the eyes of anyone into a bit of nostalgia, and it seems likely to do very well for the company in that sector of the music market. The cabinet is exceptionally well finished in rich timber grains and chromed metal, complemented by the eight 'bubble' tubes and gold grill cloth.

Music wise the *Nostalgia Gold* houses the excellent HyperBeam laser disc system that has proven so popular with operators all over the world in the company's *Performer* series. It can carry the full 100 CD's in an excellent selection system and has all the features and functions of the conventional NSM CD Jukeboxes.



namco

Suzuka 8 Hours

You know the feeling when you walk into your bank and the manager, seeing you through the glass of his office, looks right through you and then turns away?

Yeh, most of us have been there and it's a real downer, but in this game from Namco you'll be welcome in any bank, 'cause the one thing the dumbest of bank managers can do is smell a good dollar, and just like the first game of the same name, *Suzuka 2* has that dollar smell about it. Yep, it surely is expensive in any man's language, but as much as we are against high prices, there are times when you have to look past the initial outlay and take note of the earn.

Namco have shown in the past with games like *Final Lap* that they are not only magical innovators, but that they are masters at the art of making successful sequel games.

This one is basically more of that which was so successful, they've added 3 new tracks, the easiest one of them, the Green Hills circuit, is as quick as you'd ever want to be, it's just a case

of winding out the throttle and letting her go, the track of medium difficulty, the Bayside Raceway is a mix of speed and handling while the "Pro's" track, the Devils Canyon circuit is a nightmare for those with ageing reflexes who still believe they can do what was a piece of cake a few short years ago.

What there is though is something for everyone, the rawest novice can get on the easy track and get value, while the very best players will find challenge in the Devils Canyon. As with the first game *Suzuka 2* sells in pairs and can be linked to a maximum of eight bikes.

We don't expect it to do as well as the original game, but it will still prove good property.



Racing Force

Konami



Konami haven't ventured into the driving game scene for a number of years now so to many it will be a bit of a surprise to see them come in now when there is so much of this type of product available.

But don't let any of that worry you, this is a pretty good product, very cleverly put together and quite likely to gain a reasonable following. Using the famed "C" car from Le Mans, Racing Force offers four competitive courses for up to eight players in a linked setup.

The courses are Country Road, Enduro, Circuit and High Speed, and each offers players a hair raising drive that is hard to fault. The cars react well to the controls and really fly when you give it full throttle, the sound is good, as are the graphics, and the over all sensation of high speed movement is excellent.

Racing Force also comes in a Japanese built single seater Sauroid cabinet that has an element of simulation, but the real value, we feel is in the twin cockpit linked version shown above that's quite sensibly priced.

Airborne

Atari Games

The full title of "Hard Drivin's Airborne" tells you a bit more about this one, but it's a game you have to spend a bit of time with to find out what it's all about. Many who tried the game in London when it was released could not make head nor tail of it and frankly, first impressions were mostly bad.

However the real Hard Drivin players got it going and subsequently showed that it may well be a bit of all right.

The game is simply Hard Drivin with wings, (if that can be simple) as you drive along and hit a few hazards like the edge of a cliff and such, you just hit the 'Wings' button and she ups and glides away. It was a bit much for this player, but we believe it has tested extraordinarily well in parts of the UK and is capable of mixing it with the big guns.

Atari are overdue for a big game, we genuinely doubt this is it, but the market may tell a completely different story.



F1 Super Battle

Jaleco Ltd



On it's release in London, many were under the impression that this one was just another beat up of F1 Grand Prix, but as we understand it, it's a completely new game built on the company's new 32 bit system board.

Whatever the case, it's not a bad game, the graphics are far above anything Jaleco has previously done and their new sound system gives the game that extra bit of realism.

There are three high speed tracks and the cars do certainly rocket along, and as they go the pit boss issues instructions and information on the other competitors. There's a top mounted LED to show your position, vibrating steering wheel and a few other extras, but the real value is in crashing. Definitely the best crash scenes we've seen. There's lots of varying weather conditions which all affect driving a bit more than normal, but the cars are easy to handle and react well to the controls.

F1 Super Battle has got a lot of competition out there, but we expect it to get pretty good exposure as it's not all that expensive.



Who do companies such as Universal Studios, Fiesta Texas, Blackpool Pleasure Beach, Chessington World of Adventures, and Butlin's Somerwest World turn to for help in creating a successful and profitable Games Program?

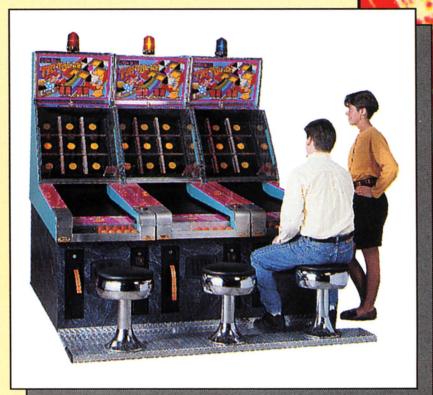


*Your Full Service
Redemption and Midway Games Supplier!*

Skee-Ball, Incorporated has been a leader in the Amusement Games Industry since 1909. In addition to manufacturing the highest quality Redemption games, group race games, and custom Midway game fixtures, we also offer a variety of Management Services. We can help you to design a complete Redemption and/or Midway Games Program, by supplying you with the best selection of games from all of the top manufacturers.



From design layout and game selection, to operational support in the form of training manuals, game rules and guidelines, and budgeting information, **Skee-Ball is ready and able to assist you with all facets of your Games Operation.**



For more information about the games and services available from Skee-Ball, Inc., contact us at 1-215-997-8900, or by fax at 1-215-997-8982
Skee-Ball, Inc. 121 Liberty Lane, Chalfont, PA, 18914, USA

Art Of Fighting 2

Made by SNK for Neo Geo System

We have a very simple philosophy regarding SNK's Neo Geo system, believing that the only way you can lose money on Neo Geo games is to jump on the cassette three or four times before you try and plug it in. Yep, we are believers in Neo Geo, 100% and make no apologies for being that way, this is an operators system and SNK have done everything they said they would regarding the supply of games..

As could be expected, Art of Fighting 2 takes up where the original game left off and a lot of players feel that this one is slightly better than the first. All the old favourites are back plus a few new ones with a few new moves, and all in all this is a good sequel to a pretty good game.

Don't go overboard and you cannot go wrong.

Fighters History Dynamite

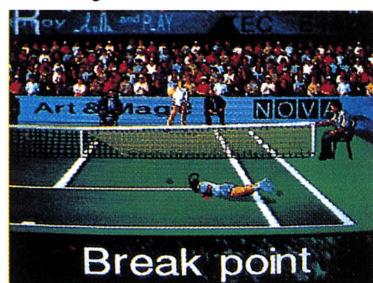
This is Data east's third Neo Geo game and early reports say it's their best.. It's an update of their earlier PCB game of the same name with a few new characters and new techniques used through a different button formation.

Players control and interaction is good and the game should do quite well for Neo Geo operators.

Ultimate Tennis Nova

We've seen some pretty scrappy tennis games in the past, but this one from Nova has a definite touch of class.

Done in digitised graphics, Ultimate Tennis gives off a realism of movement that takes players from behind the controls onto the court itself. All the shots and moves are there as players battle out the grand slam of tennis tournaments, Wimbledon, the USA, French and Australian Opens. Probably won't work in all locations, but if you have locations that are into sports games, have a look at this one.

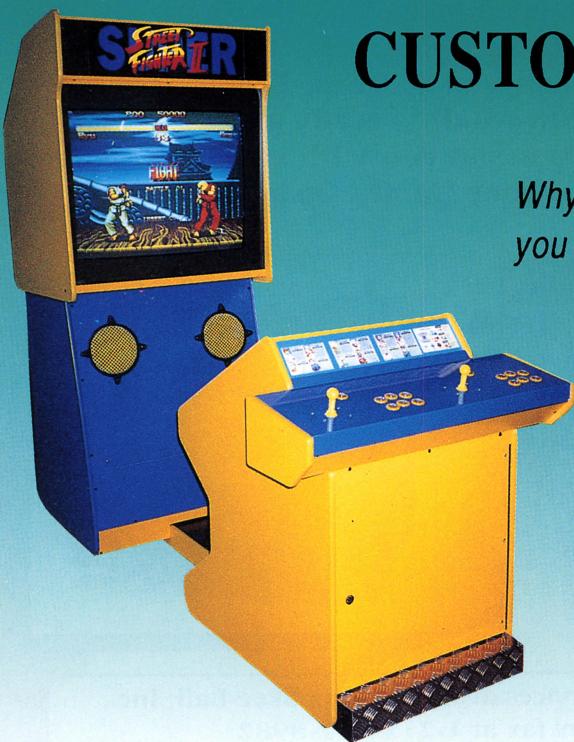


Break point

Battle K-Road Psikyo

The manufacturer of this one is new to us, and if this is their first game, they've done an excellent job. It's basically only another fighting game, but it does have a few interesting twists and moves, and being done in digitized graphics, it stands out a bit from a lot of similar games.

A straight out fighter with next to no story line, Battle K-Road gives players a pretty good game, the characters react well to the controls and there's plenty of variety. We don't know anything of it's earning capacity and frankly don't expect it to do anything exceptional, but there's a lot of worse games around than this one.



48 Trade Place, Nth Coburg
 Victoria 3058 Australia

CUSTOMBUILT CABINETS

*Why buy a copy when
 you can have an original*



Phone: +613 354 1991
 Fax: +613 354 1601

CBI

Games & General Product Section

MARCH '94 GAME UPDATE

Virtua Fighters

Made by Sega
Two Player

Price kept a lot of prospective buyers away from this one and in many markets that has proved a wise decision. The game can earn good money, but needs a big screen to show it's best and this limits it to mostly arcade type locations, depriving street operators of utilizing it to any real advantage.

The replay remains the most popular feature with players, so we can surely expect to see a lot more games start featuring action replays.

Life span in the higher earning bracket is relatively short, but it does settle down to a good consistent level and appear to stay there for some time.

There's better value in buying now as kits start to become available



Samouri Showdown

Made by SNK • Two Player Neo Geo

This one's been around for a while and is nearing the end of its run now, but all in all it's been an excellent game for SNK and can still earn a few shekels in regions where it hasn't had a lot of exposure.

Would just about have to be the best Neo Geo game produced for life in a location, out lasting many conventional conversion games costing two and three times its price. Don't sell, they can be used again later on.



Super Street Fighter II

Made by Capcom
Two Player

As expected by most, *Super SFII* has not had the impact that the previous games in the series had, but it's still proved surprisingly good property in most markets where it has remained near the top of the ratings in what has been a pretty lean period in conversion game production

The game can probably keep performing reasonably for a while longer yet, even though it obviously can't be expected to match the performance of its predecessors

Out Runners

Made by Sega
Two Player Linked

Sega struck a chord with players when they introduced this fun driving game amidst a flurry of F1 driving games released around it. Players like the tight driving of the F1 games, there's no doubt about that, but they also like having a bit of high speed fun, and that's what this game is all about.

Sold only in linked form (at a high, but affordable price) it has proven solid over long

periods and continues to provide players with good reasons to stay in the seat and keep dropping coins.



CBI Games & General Product Section

MARCH '94
GAME UPDATE

Air Combat

Made by Namco
Single Player Dedicated

Possibly one of the best and most realistic games yet made, but isn't really a proposition for anything other than high volume arcade type locations.

The game does attract a certain type of player and hold them for long periods and this player will still be dropping coins in *Air Combat* for years, but a game of this price needs constant play at

a high play price to give a reasonable return on the investment and there's not enough

"Fly Boys" out there to make this happen. The smaller model is a slightly better proposition, but still falls foul of the same problem. Must be looked at as a long term proposition



Crime Patrol II

Made by American Laser Games
2 Players

American Laser Games have finally got rid of a lot of the operator reluctance to venture into anything that runs off a Laser disc and their series of games that started with *Mad Dog McCree* have shown steady improvement in style and game play.

This one was first released late last year and has performed to date on a par with the original *Crime Patrol*, which was pretty good. We believe there may be a price drop in future ALG conversion kits and full games now that they are minus a middle man in the distribution chain.

If this is the case it will naturally help the ROI as the price of these games has held them back to some degree.

Gals Panic II

Made by Kaneko
Two Player Conversion

This sequel game was always going to be location selective and it has remained that way.

On the right locations it has proven a great earner, better than the original and with the obvious provision that it's only placed on suitable locations, it still has a lot of earning to do.



Lethal Crash Race

Made by Video System
Two Player

A joystick driving game that hasn't got a lot of exposure and was completely overwhelmed by World Rally at time of release.

Where Lethal Crash Race has been presented properly, it has shown a bit of ability in the area of coin collecting and we tend to think that at its current price, there could still be a bit of value in operating it in street locations where competition was not really high.

Best Bout Boxing

Made by Taito
2 Player Conversion Kit

Boxing games have always proved a bit hard to sell to players as a game they should keep putting their money in and this good game from Jaleco appears to be no different in that respect.

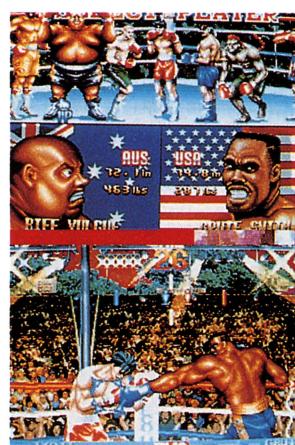
What *Best Bout Boxing* does do, is show us how good Jaleco's new System 32 is, giving warning of better things to come.

Violent Storm

Made by Konami
Two Player Conversion

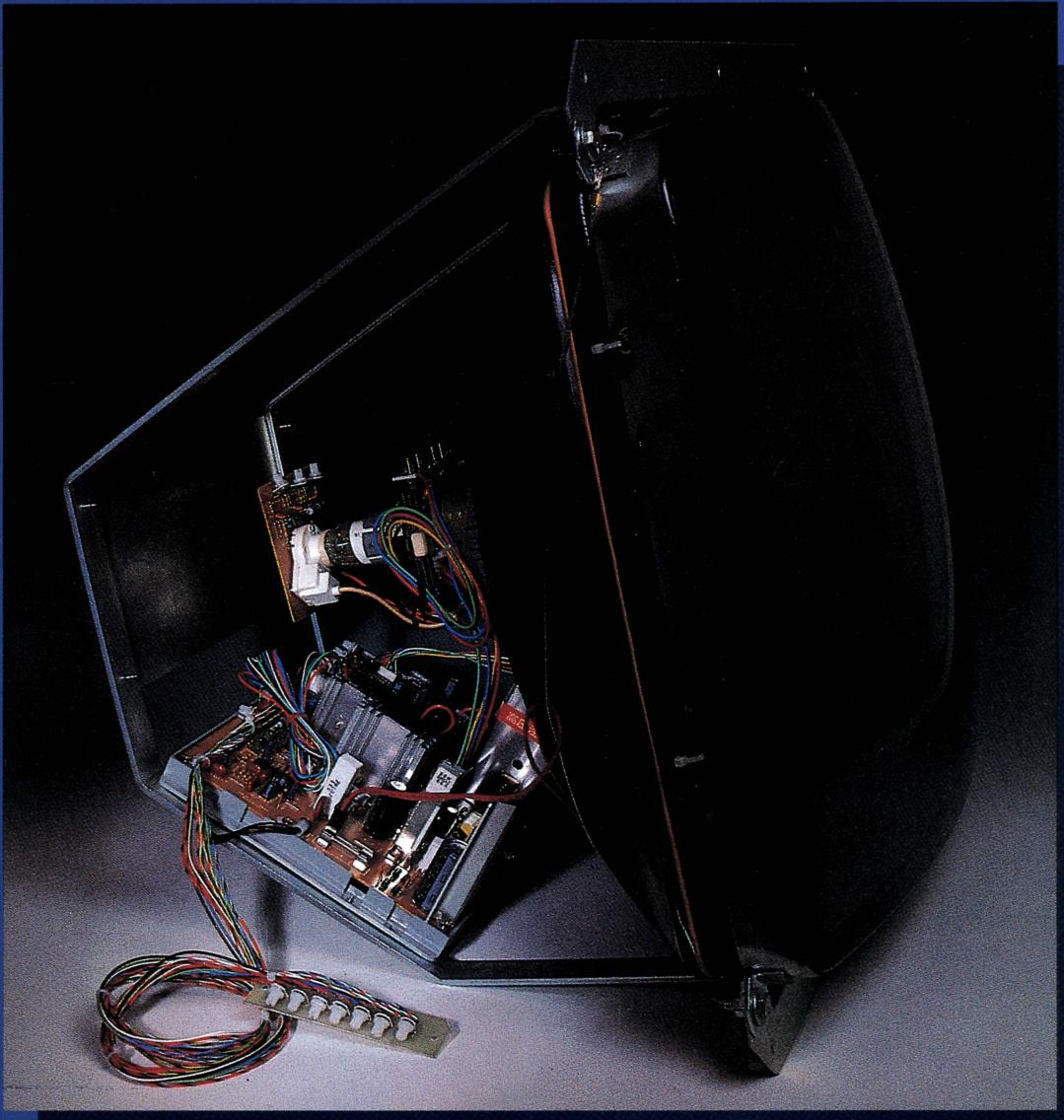
Konami were quite entitled to think this game would do a lot better than it has done, it's very well presented, there's plenty of good fast action employing a heap of good moves and yet it's generally struggled in most regions.

The exception to this is the Asian countries where it has done quite well. Maybe now that the price has dropped, the ensuing exposure will help it, but that will probably only be marginal. Can't really hack it at all in strong company, but away from the hot stuff, it's OK



CAN YOU AFFORD NOT TO BUY FROM US ?

(WE HAVE A SOLID BASE PRICE)



PENTRANIC INC.

USA Phone: (317) 322 2345 • Fax: (317) 322 2347
International +1 416 428 7020 • Fax +1 416 428 7023

MARCH '94 GAME UPDATE

F1 Super Lap

Made by Sega
Two Player Linked

It seems safe to say that *F1 Super Lap* isn't going to do any great things in the world of video driving games. It's a fair enough game, but it's really up against the wall trying to compete with games like *Ridge Racer*, or indeed it's own stablemate *Out Runners*.

Opened well in Japan, where it's mainly been sold, but like Taito's *Ground Effects* was soon found wanting when the "big guns" were

wheeled out, and has since sunk below some considerably older games

Appears likely to do it a bit tough wherever it's directly opposed to the big games



Cyber Sled

Made by Namco
Two Player Dedicated

Since its release in October of last year, *Cyber Sled* has continued to amaze a lot of operators who predicted a short life span for this futuristic game, by exceeding expectations to a considerable extent.

Not a cheap purchase by any means, *Cyber Sled* does seem likely to return a pretty good profit in a relatively short time if it can hold its earnings level for any length of time. Players that take to the game become very attached to it and the repeat play from these enthusiasts is extremely high.

Showing that a dedicated game doesn't "have to have a steering wheel on it" to take good money, is proving a good investment for operators of arcades and larger street sites. With its variations of game play, time-less theme and the competitive element that allows players to blow each other away, we expect *Cyber Sled* to be around for quite some time

SOCCER GAMES

Hat Trick Hero

Made by Taito
1 to 4 Player Conversion Kit

Not a new game by any means, but one that holds an excellent level of earnings on any location where Soccer is known.

Could easily be the best Soccer game ever made, this one, and with 1994 being World Cup year, there's every reason to believe that *Hat Trick Hero* will keep going along its merry way for some time yet.

Not all that many around, but it can be found, and at a reasonable price.

Seibu Cup Soccer

Made by Seibu
1 to 4 Player Conversion Kit

Another great Soccer game that's been around for a while, but which can still earn. There could be a sequel on the way for this one though it's hard to see how the game can be improved that much.

Check the old computer and wherever you see the above two games (and also *Premier Soccer* by Konami) have taken money in the past, wheel them out again for the World Cup season. We'd be very surprised if you don't get a bonus.



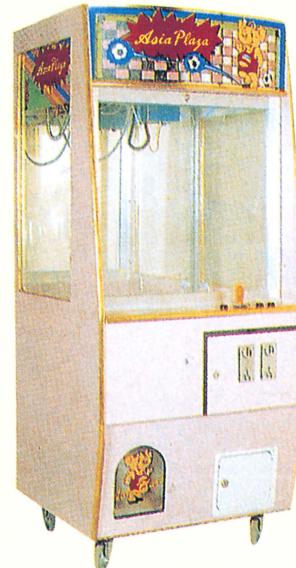


Happy Plaza

Item No. A1

Size:

Height	191cm
Width	81cm
Depth	84cm



Catcher

Item No. A2

Size:

Height	186cm
Width	77cm
Depth	78cm
Weight	95kg



Hand Pick Machine

Item No. A3

Size:

Height	193cm
Width	168cm
Depth	83cm
Weight	180kg



Catcher

Item No. A4

Size:

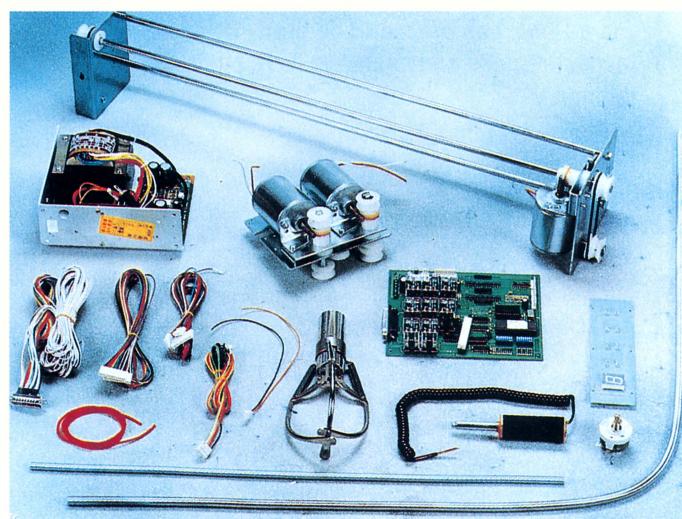
Height	194cm
Width	168cm
Depth	89cm
Weight	230kg

Coin-Slotting Machine

Item No. A5

Size:

Height	218cm
Width	155cm
Depth	241cm



Catcher Kit

Item No. AK1



YA CHOU CO., LTD.

Add:No.96, Wu Chuan 1 Street, Taichung, Taiwan, R.O.C.

Tel: 886-4-3712990

Fax: 886-4-3717660

CBI
Games &
General Product
Section

MARCH '94
GAME UPDATE

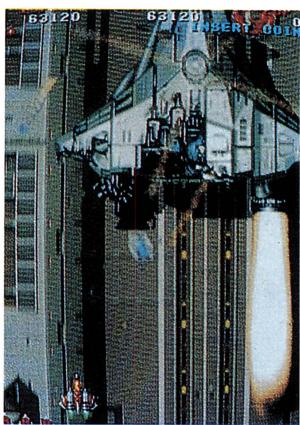
Raiden II

Made by Seibu
Two Player

This second game in the *Raiden* series is doing some pretty good business around the world. Doesn't quite appear to

have the broad appeal of the first game, but is still capable of earning well in most types of location.

Got a bit hard to get there for a while, but supply is OK now though price remains quite high. Takings have generally dropped a bit from a bright start, but still remain at a very acceptable level in most regions.

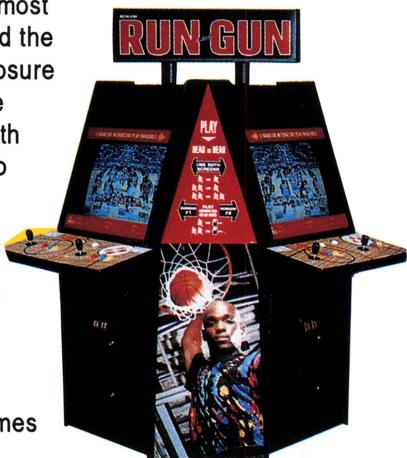


Run & Gun (Slam Dunk)

Made by Konami
1 to 4 Players

A bit of a surprise to some, coming so soon after NBA Jam, but *Run and Gun*, also known as *Slam Dunk*, has proved to be pretty good property in most regions and seems to have plenty of life left in it yet.

The fact that it's sold freely in kit form in most countries has helped the game get good exposure and as players have got more familiar with it, takings built up to a very respectable level. It must be said however that the returns from the twin monitor, dedicated game far exceed that of the converted video games using kits.



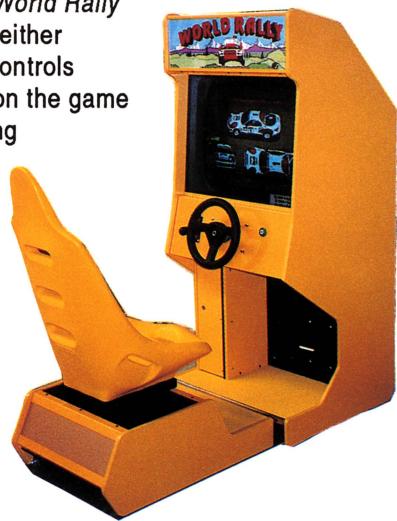
World Rally

Made by Gaelco
Single Player Conversion Kit

Probably 1993's best value game, and certainly the best driving kit sold for many a long day, *World Rally* continues to earn at the rate of a much more expensive game.

Created by the little known Spanish company, Gaelco, *World Rally* can be played with either joystick or driving controls though in our opinion the game is wasted in anything other than a driving cockpit.

Obviously starting to thin out a bit now after a long run, but the game still has reasonable earning power and is considerably cheaper to buy now.



Ground Effects

Made by Taito
Two Player

Ground Effects, yet another *Final Lap* clone of linked Formula 1 racing, was released at last years JAMMA show, but hasn't been seen in a lot of markets yet. Where it has been operated it's shown that it can earn OK, but loses earning power when in close proximity to the "big guns".

The big screen version that's selling in Japan is apparently doing a lot better than the standard model, but it's also a lot more expensive.

In truth the game is only marginally better than its predecessor, *Racing Beat*.



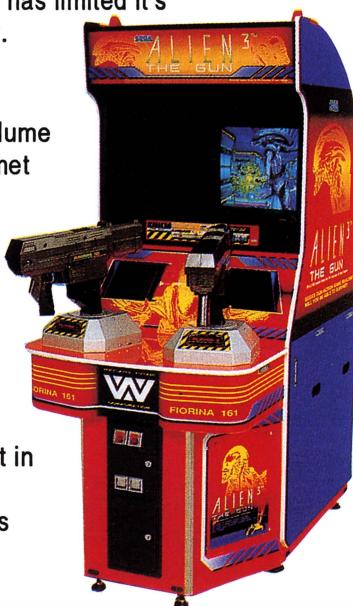
Alien 3 - The Gun

Made by Sega
Two Player

The 'rat-tat-tat', 'shoot everything that moves' gun games went off the boil some time back in favour of games like *Mad Dog* and *Lethal Enforcer*, and though this very good looking game tries hard, it's not really having a lot of luck in dragging players back to what is a rather tired format, and on top of this, the high price tag has limited its exposure considerably.

Long term, it will probably prove OK, particularly on high volume locations, but having met with only moderate success outside Japan, it doesn't appear likely at this point that *Alien 3* will provide much joy for buyers in the short term.

Definitely suspect in locations where the customer base remains basically unchanged.



Mortal Kombat II

Made by Midway
Two Player



Since its release in October of last year, *Mortal Kombat 2* has not lived up to the hype that surrounded its entry into the market.

In this case though, the 'not' is pretty good, as the hype was ferocious in some countries and no game could have possibly lived up to it.

Hailed by some as the "Greatest Game Ever", before it even accepted a coin in anger, MKII is generally going along pretty well, but doesn't look likely to match the original game in longevity.

There's reasonably good value in the kits if they are presented properly

Ridge Racer

Made by Namco
Single Player

Where other games have failed by large margins to reach the heights predicted for them, *Ridge Racer* has exceeded the high expectations held for it in almost every market it has been sold into.

A truly brilliant game that grabs players like few before it, RR seems to have justified its high price for a single seater game with no provision for linking, by delivering the goods where operators most need, in the cash box.

With a mountain of life left in it yet, *Ridge Racer*, still mainly operated in the high volume locations, is assured of many years more of good earnings as it eventually moves downstream to the smaller locations.

Now available in a cheaper, compact cabinet



CBI
**Games &
General Product
Section**

MARCH '94
GAME UPDATE

Fatal Fury Special

Made by SNK
2 Player Neo Geo

Never quite lived up to expectations and makes one think that after three Fatal Fury games, the theme has run its course.

The great part about the Neo Geo games like this is that though you may sometimes not take what you expect or hope to take, it's almost impossible to lose money on them and there's always a good one around the corner.



PINBALLS

Dracula

Williams

Not a strong performer on Williams standards and needs to be placed where competition is relatively weak.

Tee'd Off

Premier Technology

Though neglected by quite a few operators, Tee'd Off is still one of the best Tavern games in operation and operators who missed out on it and operate in that type of location could do a whole lot worse than get into the second hand market.

Tales of the Crypt

Data East Pinball

Not many disappointed buyers of this good game around as it has proven a very capable earner in almost all situations. Still appears to have plenty of life in it.

Judge Dredd

Bally

This is a strange game that takes a bit of getting the drift of, in regions where players have persisted they've found a good game and operators of the game have profited, but in other regions fickle players gave it a miss after only a few games.

**GO-
PHER
IT!!**



**DON'T PUT IT OFF
TILL ANOTHER DAY**

**Subscribe now!
to CBI and get
6 issues free**

**"Go Pher" it before April 30th and
get 18 issues for the price of 12**

USE SUBSCRIPTION COUPON INSIDE OR
PHONE +612 545 0010 • MAJOR CREDIT CARDS OK

TABLE HOCKEY IS OUR SPECIALTY !

2 Great Models
Standard & "The Ultimate"



STANDARD FEATURES

- Overhead playfield illumination with large 4" scoring displays
- Bright, heavy duty, easy to clean laminated surface (4mm)
- Centre line for Tournament play
- Heavy Duty blower fan
- Electronic coin mechanism
- Service doors at each end for easy access to all parts
- Self Diagnostics showing any switch problems
- Operator selectable game time and pricing, Tournament play
- Professionally assembled
- Australian designed, developed and manufactured

"THE ULTIMATE"

EXTRA FEATURES

- Dynamic programmable voice and sound effects
- Colour co-ordination to your location or choice

DISTRIBUTOR ENQUIRIES WELCOMED

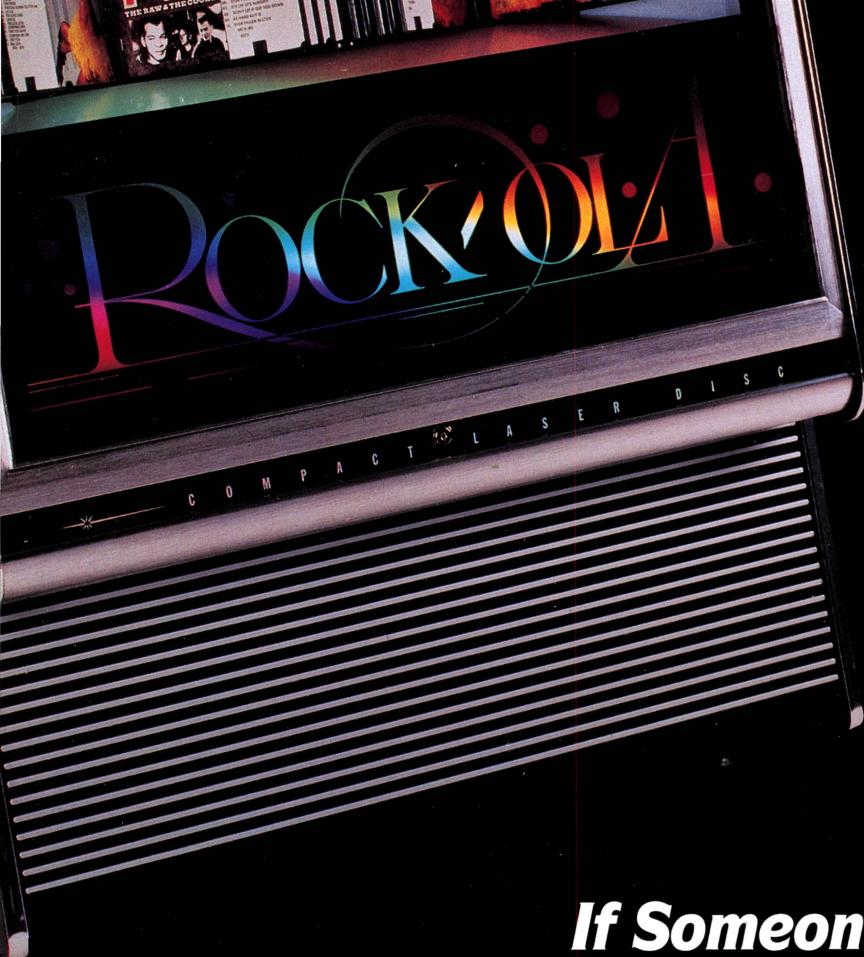
For more information:

Phone: +613 471 0410

Fax: +613 471 0976

GAMEMASTERS
(AUSTRALIA) Pty Ltd

2-6 Clinch Street, Preston
Victoria 3072 AUSTRALIA



**If Someone
Recommended Us,
They've Probably Been
Paid Off...**

Both in the cash box, and
their return on investment.

Antique Apparatus makes
the most reasonably priced
jukeboxes on the market,
and they are available at
a Rock-Ola distributor
near you.



ROCK-OOLA
Manufacturing Corporation



An Antique Apparatus Company
2335 208TH STREET, TORRANCE, CALIFORNIA 90501
TEL (310) 328-1306 • FAX (310) 328-3736